

**Student Sustainable Entrepreneurship in Action:**  
UNIC Methodology and Innovation Gaps on Hvaler, Norway  
*as Part of the INTERREG FREIIA Project*  
*The interviews and Process*

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**Abstract**

*FREIIA, Facilitating Resilience Embracing Islands Innovation, is a INTERREG project financed by the European Union running from 1. October 2022 until 31. December 2025. The project consists of 14 partners from 6 countries, Netherlands, Denmark, Sweden, Germany, France and Norway.*

*The aim of this project is to help 6 island communities in the European Union to create competences, capabilities & structures that support the public sector in becoming successful in the green transition, through the involvement of community, young entrepreneurs and students.(FREIIA FREIIA | Interreg North Sea, u.å.)*

*Østfold University College is responsible for Work Package 4 (WP4), which focuses on fostering student entrepreneurship. The main objective of WP4 is to integrate entrepreneurship students into the strategic governance of island innovation, strengthening their role in green transitions. When referring to the FREIIA project in this paper, it refers to WP4 of the FREIIA project.*

*The following paper focuses on the interviews conducted on Hvaler island, Norway, as part of the initial phase of the FREIIA project. It highlights the recruitment process for stakeholders and the methodology employed to ensure diverse representation from public, private, and civil sectors. The student-led interviews revealed key challenges, including limited cross-sector collaboration, an aging population, and insufficient platforms for innovation. These findings, gathered through the application of the UNIC method, provides a foundation for the next phase, where Co-creation workshops will focus on developing tailored solutions to address the identified gaps.*



(Skjærhalden,  
Hvaler)

## Introduction

As part of the FREIIA project on Hvaler, interviews were conducted to capture the voices and perspectives of the local community. Rather than providing a detailed analysis, this document presents raw and unfiltered data, ensuring that stakeholders' experiences and concerns are conveyed in their own words.

The interviews were conducted with a diverse group of stakeholders, including representatives from the public sector, local businesses, NGOs, permanent residents, seasonal visitors, and politicians. Before arriving at Hvaler, we worked closely with Visit Fredrikstad & Hvaler, the Hvaler Business Association, and informal local networks to compile an initial list of relevant stakeholders. This helped us connect with key individuals who shared valuable insights on the community's challenges and opportunities.

While many participants were scheduled in advance based on this initial list, others were identified through spontaneous interactions during our time on the islands. This combination of planned outreach and organic engagement allowed us to include both well-established voices and perspectives that might not typically be captured in formal research. By blending structured recruitment with on-the-ground flexibility, we gained a more nuanced and representative understanding of life on Hvaler.

By focusing exclusively on the transcriptions, the document preserves the integrity of the participants' viewpoints, allowing their stories to form a foundation for future research, policymaking, and community-led initiatives. It is intended for policymakers, researchers, stakeholders and community members seeking a detailed and honest understanding of the dynamics, priorities, and potential of life on Hvaler, with a focus on sustainable and innovative development.



*(Humlungen Lighthouse, where the students stayed during their fieldwork on Hvaler.)*

## Hvaler

Hvaler is an island municipality in southeastern Norway, located at the outer edge of the Oslofjord. It comprises 833 islands and islets, covering a total land area of 20 km<sup>2</sup>. The administrative center, Skjærhalden, is situated on Kirkøy, the largest island in the archipelago. In 2023, Hvaler had a population of 4,762, which swells to over 30,000 during the summer months as tourists flock to the area.

Renowned for its natural beauty, Hvaler is home to Ytre Hvaler National Park, Norway's first marine national park. This protected area features unique ecosystems, including kelp forests and cold-water coral reefs, making it a haven for biodiversity and marine conservation. Cultural landmarks such as the 12th-century Hvaler Church showcase the municipality's rich history, while the rugged coastline and tranquil bays attract enthusiasts of boating, fishing, and hiking.

Strict housing regulations, which permit only registered residents to purchase homes, are designed to preserve the local community's character. However, this policy has sparked debates, particularly in relation to a potential merger with the neighboring city of Fredrikstad, located 28 km away. With a population of 85,230 in 2024, Fredrikstad serves as a regional hub for services and infrastructure.

The municipality is led by Mayor Mona Vauger from the Labor Party, whose priorities include balancing sustainable development with the preservation of Hvaler's unique environmental and cultural heritage. Hvaler's commitment to protecting its natural resources while navigating modern challenges reflects the community's determination to secure its future for both residents and visitors. (*Hvaler – Island by Island*, u.å.)



(*Skjelsbusund Bridge that connects Hvaler to the mainland, making it possible to drive to the islands by car.*)

## Methods & Process

As part of the FREIIA project, 20 interviews were conducted with local stakeholders on Hvaler. The informants represented both permanent residents and seasonal actors, with the goal of documenting their perspectives on challenges and opportunities related to innovation and sustainable development.

The interviews were conducted using a semi-structured approach, balancing structure and flexibility. Predefined questions ensured that key topics, such as local sustainability, housing challenges, and collaboration, were addressed. At the same time, the method allowed the interviewer to explore additional themes that emerged naturally during the conversation. This approach enabled the collection of rich and detailed data by allowing informants to share their experiences and perspectives at their own pace.

All interviews were transcribed using the 'Diktafon' app and securely stored on SIKT, Norway's national digital service provider for research and education. SIKT ensured that the data was handled in compliance with ethical and privacy standards, safeguarding the confidentiality of participants. They were manually reviewed to ensure high accuracy. To protect the privacy of informants, all identifiable information was anonymized. The transcriptions are presented chronologically in this report to preserve the original structure of the interviews. Only minimal editing was carried out, primarily to remove repetitions and unclear sections, without altering the content or meaning. (Sikt – Kunnskapssektorens tjenesteleverandør | Sikt, u.å.)

In research involving interviews, obtaining informed consent is a critical step to uphold ethical standards. The stakeholders interviewed were asked to sign a consent form outlining the purpose of the study, their voluntary participation, and the confidentiality of their identities. This formal agreement ensures transparency and compliance with ethical research guidelines. The consent form specifies that personal information will remain confidential, details how the data will be used, and reassures participants that they can withdraw at any time without consequence. This process fosters trust between researchers and participants, creating a safe environment for open and honest discussions.

### (Consent Form for interviewees)

**Will you participate in the research project**  
*The Development Capacity of Island Communities?*

This is an invitation to voluntary participating in a research project aimed at examining the current state and challenges of island communities, as a basis for possible interventions to improve development capacity. Development capacity refers to the interaction between various actors regarding innovative development and sustainable growth. The project aligns with the university college's vision for 2030: Knowledge for human development and a sustainable world.

**Purpose**  
The project aims to investigate the current state and challenges of island communities, as a basis for possible interventions to improve development capacity. Development capacity refers to the interaction between various actors regarding innovative development and sustainable growth. The project aligns with the university college's vision for 2030: Knowledge for human development and a sustainable world.

**Who is responsible for the research project?**  
The University College of Østfold is responsible for the project.

**Why are you being asked to participate?**  
We would like you to participate in the research project as a detailed and/or stakeholder in the EU Horizon 2020 Sea Huginn. Please see link and gathering.

**What does participating entail for you?**  
If you choose to participate in the research project, it means that you will take part in one or more interviews. The interviews will be recorded (audio) and will take approximately 30 to 45 minutes. The interviews will focus on your experiences and reflections on the current state and challenges of the island community as a basis for possible interventions to improve development capacity. All data will be anonymized.

Participation is voluntary. Participating in the project is voluntary. If you choose to participate, you can withdraw your consent at any time without stating a reason. All your personal information will then be removed. There will be no negative consequences for you if you choose not to participate or later decide to withdraw.

**Your privacy - how we store and use your information**  
We will only use the information you provide for the purposes stated in this document. No handle any information confidentially and in accordance with privacy regulations. The audio recordings will be stored and processed in accordance with the university college's guidelines and security requirements.

As a participant, you will be mentioned in publications. However, due to the project's size and the number of participants, there may be instances where individuals familiar with the organization can recognize you in the publication. Therefore, you will have the opportunity to approve the use of quotes (anonymized) and to withdraw the quotes if desired.

**What happens to your personal information when the research project concludes?**

All recordings will be deleted, and the information will be anonymized when the project concludes, which is planned for December 2022.

**What gives us the right to process personal information about you?**  
We process information about you based on your consent.

On behalf of the University College of Østfold, Sikt - the Knowledge Sector's service provider, has stated that the processing of personal information in this project is in compliance with privacy regulations.

**Your rights**  
As long as you can be identified in the data, you have the right to:

- Access the information we process about you and receive a copy of the information
- Have incorrect or misleading information about you corrected
- Have your personal information deleted
- Submit a complaint to the Norwegian Data Protection Authority regarding the processing of your personal information

If you have any questions about the study or wish to exercise your rights, please contact:  
University College of Østfold, Gunnar Arnesen (gunnar.arnesen@hiof.no) Our Data Protection Officer: Merete Gornedal (merete.gornedal@hiof.no)

If you have questions regarding the assessment made by SIKT's privacy services, you can contact them via:  
Email: [gdpr@kunnsektor.no](mailto:gdpr@kunnsektor.no) or phone: +47 77 98 40 40

**Consent**  
Gunnar Arnesen

**Informed Consent Statement**  
I have read and understood the information about the Island Community Development Impact and have had the opportunity to ask questions. I consent to:

- Participate in an interview
- Allow unrecorded quotes from the interview to be used in the research.

I consent to the processing of my information until the project is concluded.

\_\_\_\_\_  
(Sign in the project participant sheet)

## **Semi-structured interview guide**

To ensure consistency across the islands and for data collecting purposes, a standardized interview guide was developed. 8 questions were designed to elicit both specific insights and broader reflections on sustainability challenges. Following are the eight questions asked:

1. What is your role in the island community?
2. How would you describe the island community and its current state?
3. What are the biggest challenges the island community faces regarding innovative development and sustainable growth?
4. What initiatives has the island community previously undertaken to address these challenges?
5. How does the island community collaborate to promote innovative development and sustainable growth?
6. In your opinion, how can the island community improve its development capacity?
7. How can you and your organization contribute to improving the island community's development capacity?
8. How can the island community collaborate better with surrounding communities and regions to achieve common goals?

## **Identifying Stakeholders: Process and Approach**

The recruitment of stakeholders for the FREIIA project on Hvaler was a collaborative effort, involving multiple partners and strategies to ensure a broad and representative range of perspectives. Visit Fredrikstad & Hvaler, a partner in the FREIIA project, played a vital role in the early stages by using its extensive network and local knowledge to identify potential participants. The organization helped create an initial list of relevant stakeholders, ensuring a diverse selection across public officials, business owners, NGOs, and local residents.

Once this initial list was established, Østfold University College took over the process, broadened the group by identifying additional stakeholders and following up on those already contacted. Professors involved in the FREIIA project also leveraged their own networks to directly reach out to new participants, further enriching the diversity of perspectives.

The recruitment process followed a structured approach. First, an invitation email was sent to potential participants, outlining the purpose of the project and the importance of their involvement. This was followed up with phone calls to confirm participation and schedule interview times and locations. Throughout this process, trust and clarity were prioritized to encourage participation and ensure stakeholders felt their contributions were valued.

A key factor in fostering open and honest conversation was to have students conduct the interviews. Their presence made the process feel more approachable and less formal, helping to put stakeholders at ease. The presence of students often fostered a more open dialogue, as their natural curiosity and willingness to explore topics in a non-judgmental way encouraged participants to share their perspectives more freely. This dynamic not only enriched the data collection process but also strengthened stakeholder engagement by making the interviews feel more like conversations rather than formal assessments.

To keep track of the logistics, the project leader team maintained a detailed Excel sheet listing the names, organizations, scheduled times, and locations for each interview. This comprehensive schedule was later shared with the student teams conducting the interviews, providing them with a clear plan and ensuring a smooth process.

In addition to the efforts of Visit Fredrikstad and Hvaler, the Hvaler Destination Council, Business Association, Cabin Owners' Association, and local enthusiasts provided significant support. They not only participated as stakeholders themselves but also helped connect the team with the right people, ensuring the interviews covered a wide spectrum of perspectives. Their contributions were instrumental in creating a well-rounded understanding of the challenges and opportunities facing the Hvaler community.



*(Students on their way to Hvaler by boats)*

## **Kickoff and Logistics**

The kickoff for the FREIIA project began with an unforgettable experience: the students traveled by boat from Østfold University College to Hvaler. The journey offered their first glimpse of the archipelago's greatness, stunning scenery and the serene life by the sea. As previously stated, the archipelago is made

up of 833 islands which is hard to fathom on land. More than just transportation, the boat ride set the tone for the project, connecting the students to Hvaler's unique maritime heritage and preparing them for the work ahead.



The students stayed at Humlungen Lighthouse, spending two nights between interview days. This choice of accommodation was intentional, offering the students a chance to experience Hvaler in an authentic way while fostering a deeper connection to the island's culture and natural environment.

*(Humlungen fyr at Hvaler where the students stayed while executing interviews)*

The first day began with a gathering at the Hvaler Visitor Center, where representatives from the Hvaler Destination Council, Business Association, Cabin Owners' Association, and local enthusiasts shared their perspectives on the community's challenges and opportunities. While this session provided valuable background information, it may have unintentionally influenced the students by giving them a stronger understanding of the Destination Council's perspective, which could have affected their objectivity in the interviews that followed.

Throughout the data collection period, the Hvaler Visitor Center served as the project's central base. This location was not only a convenient space for the team to regroup, plan, and prepare between interviews but also a welcoming environment where stakeholders could stop by to engage with the team. This setup fostered additional opportunities for collaboration and dialogue.

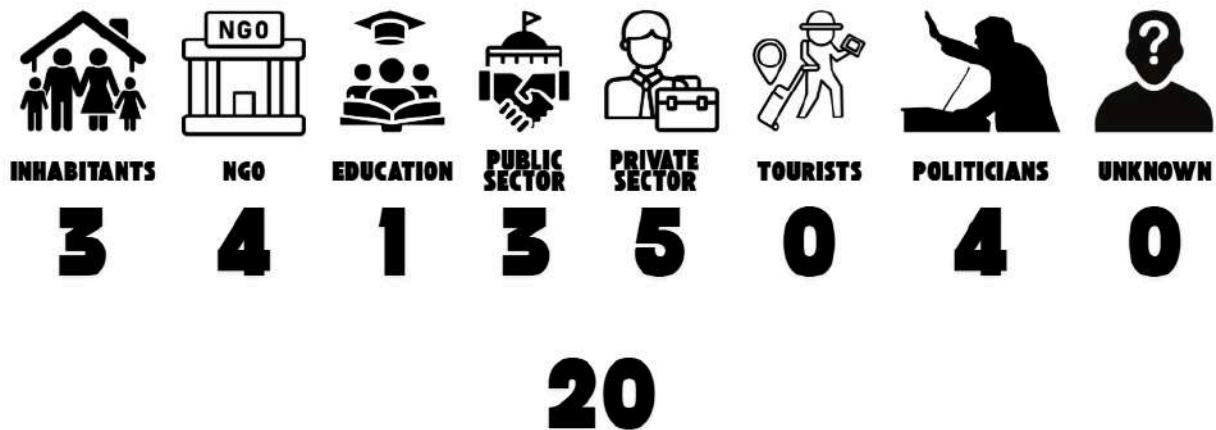
We gathered for meals at Big Fish, a local restaurant located right next to the visitor center. To create an open and welcoming atmosphere, we invited all stakeholders, both those directly involved in the project and our interview subjects, to join us for lunch or dinner. This gave us a strong presence at the harbor, right in the heart of Skjærhalden, Hvaler, making us more accessible. The approach seemed to have a ripple effect, as the people we reached out to become more engaged. Students were even picked up by private boats, taken to various businesses for interviews, and later joined us for meals, fostering further connection and dialogue.

Over the next two days, students ventured out in pairs to conduct interviews according to a planned schedule. They traveled to meet stakeholders using a variety of transport methods, including walking, buses, ferries, and cars. In some cases, stakeholders provided transportation by boat to their premises, allowing students to explore their businesses and gain insights directly from their environments.

In addition to the scheduled interviews, spontaneous interviews were also conducted. Students took the initiative to approach individuals on the islands, expanding the range of perspectives and reaching stakeholders who might otherwise have been missed. These firsthand experiences provided students with a deeper understanding of the stakeholders’ environments and daily activities, significantly enriching the quality and depth of the interviews.

### Stakeholders and key insights

As part of the FREIIA project, 20 interviews were conducted with a diverse group of stakeholders on Hvaler. The informants represented a broad range of actors, including permanent residents, non-governmental organizations (NGOs), the public sector, the private sector, and cabin owners. This diversity of backgrounds and perspectives provided valuable insights and laid a strong foundation for identifying themes critical to the island’s sustainable development and future growth.



*(This model shows the number of interviewees divided into groups.)*

### Key insights

The interviews revealed several key insights on the challenges and opportunities facing the Hvaler community. While the island offers a unique and attractive environment, several structural and social factors influence its long term sustainability. Stakeholders highlighted critical issues related to housing, tourism, infrastructure, collaboration, environmental conservation, and community cohesion. These insights illustrate both pressing concerns and potential pathways for future development, emphasizing the importance of balancing economic growth with social and environmental sustainability. Below are the key findings from the interviews

## **Housing and Demographics**

A significant challenge on Hvaler is the lack of affordable housing and available plots for young families and entrepreneurs. Strict housing regulations, designed to preserve the island's character, have driven up property prices, making it difficult for younger residents to establish themselves. This has contributed to youth migration, leaving the island with an aging population and threatening its long-term sustainability.

## **Tourism and Seasonal Economy**

Tourism is a vital part of Hvaler's economy but remains highly seasonal. Most visitors arrive during the summer, drawn by the beaches, Ytre Hvaler National Park, and the island's cultural heritage. Stakeholders emphasized the need to diversify tourism offerings to attract year-round visitors and to improve infrastructure that supports off-season activities.

## **Infrastructure and Public Services**

Limited ferry routes, closed schools, and inadequate access to healthcare were frequently cited as challenges. These issues, particularly pronounced during the off-season, negatively impact the livability of the island and hinder the retention of permanent residents. Stakeholders also highlighted the need for improved communication and collaboration with neighboring Fredrikstad to address these challenges.

## **Collaboration Across Sectors**

A lack of collaboration between the public, private, and civic sectors was identified as a key barrier to innovation and progress. While existing networks, such as the Hvaler Business Association, play a role, stakeholders noted that efforts often operate in silos. Creating formal platforms for interdisciplinary cooperation could help address shared challenges and drive innovative solutions.

## **Environmental Conservation and Development**

Protecting Hvaler's natural beauty, particularly within Ytre Hvaler National Park, remains a top priority for stakeholders. However, balancing conservation efforts with economic development poses a significant challenge. While some residents favor eco-tourism and sustainable growth, others resist development initiatives to preserve the island's tranquility. Achieving this balance will require innovative approaches that respect the island's unique environment.

## **Community and Culture**

Many stakeholders underscored the importance of strengthening local community bonds. Sports, cultural activities, and other shared initiatives were highlighted as critical tools for fostering a sense of belonging and countering demographic challenges, such as the aging population and outmigration of young people.

## **Next Steps**

The insights from these interviews provide a foundation for addressing Hvaler's challenges and opportunities. The findings suggest the need for co-creation workshops that bring together stakeholders

to develop actionable solutions. Fostering collaboration, addressing demographic challenges, and balancing conservation with sustainable development will be critical for the island's future.

## **Acknowledgments**

We wish to thank our mentor and project leader from the Norwegian partner, Bjørn Gitle Hauge, for his mentoring, trust, and support throughout the project duration. Thank you to Dr. Gunnar Andersson for his invaluable feedback and guidance throughout the project. Mr Eivind Andre Leister for providing knowledge and support in who to contact through his invaluable network. Dr. Houg Wu, Dr Frode Ramsvik Johansen and Dr. Mathew Lynch for their contribution to the projects whole.

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We are deeply grateful to all the students from the Innovation and project management program at Østfold University College, who carried out interviews, worked on analyzing and transcribing data, and contributed their time and dedication to the project. Additionally, we extend our thanks to the stakeholders from Hvaler, who generously shared their time and perspectives, which were essential for our analysis and the project's success.

Finally, we would like to thank Visit Fredrikstad og Hvaler, the Hvaler Cabin Owners' Association, the Hvaler Destination Council, and the Hvaler Business Association for their invaluable support in identifying stakeholders and enriching the project with their insights and contributions.

## **References**

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## Transcripts

The following transcripts represent raw data collected during the research phase of the project. To ensure accuracy and efficiency, AI-assisted transcription tools were used. While we have made efforts to verify the content, minor errors or inconsistencies may still occur.

For privacy reasons, all interviewees have been anonymized, and identifying details have been removed where necessary as according to signed consent forms by our interview objects. Additionally, some phrasing may be difficult to understand when reading due to the raw nature of the preserved data.

These transcripts serve as foundational research material and should be interpreted within the broader context of the study.

### **audio-recording-2023-05-03-1217-114430.txt**

[Automatic captions by Autotekst using NB Whisper. May contain recognition errors.]

[SPEAKER\_04]

We then have some questions. And our first question is then ...

And then I have a number of member companies out here through Visit Fredrikstad Hvaler. How do you feel it works with Visit Fredrikstad Hvaler? Do you feel that you get more people out to look at the goods?

Yes, I expect so. It is difficult to measure the exact effect of what we do. And that is not the most important thing we do for animals. No. Tell us a little about what the most important thing you do here.

The most important thing for us is to intervene with the local community. And build the travel goal from scratch. Enter all development projects, spatial plans ... Simply building a visitor target. That is what is most important to do. And together with the industry, we will build up a good product database, so that we have a menu with experiences. And then you have something to sell, and something to profile. So there is something about it.

We have been profiling Hvaler for many years. How would you describe the island community, i.e. Hvaler, and its current state? From a visitor perspective, we have now worked with Hvaler since 2009.

A lot of replacement in the municipal trade station. There are plenty of newspaper articles that have been published. And that has meant that we have also not reached the table when we have to deal with new business managers. Has there been very polarized policy in the replacement? Very. And also a very weak administration. Especially on the business side.

But what have been the challenges then? Is it that you don't dare to do anything?

Many strange and stupid discussions that often happen in small communities. Do you feel it is one of the bigger challenges Hvaler is facing, when it comes to having an innovative development and sustainable growth? I think it is a challenge for all small municipalities. And out here it has been very ... And you also have a Best East problem, that.

Groupings? As I said, on Fredrikstad. But within the same municipality, then. So it's quite special. And it's from the time when there was no tunnel. Then there was society out here, and it was very special. And then there were the West Islands, then. Isn't that tournament old? Yes, then. It takes time, this. It takes three generations. Yes, it's nice for me too.

Usual mechanisms in such societies. What other challenges does what may help prevent the development of innovative solutions appear? I find that it is starting to change, then. But what has been the challenge out here in relation to tourism, is that we have not had actors. There have been 16 warm beds here for years. And then you can't build up an offer for course conferences or holidays. You have no sign.

It is not a course and conference material. Or hammock. But now there are several new voting projects underway. We are now facing a completely new era for Hvaler. At least in terms of tourism. But it is the

most important district up here, so it will affect everything when we now get 300-400 warm beds. It does something to ... Everything. And then the little kayakers and guides come and ... The boats and fishing ... All those activities it should link to a hotel. It has to be a motor. How about asking local people to the hotel? For now, it is very positive. It is thumbs up and very nice and looks like the old swimming hotel. But that hotel in Sand, the high one, is massive. It's a bit like Paul, who is now sitting on the Destination Council. And then there is the Facebook group, many who are against the hotel. Now he is sitting at the same time in the Destination Council and is going to travel. A bit troubled. Yes. So it's a bit political, that too. Yes. And the Labor Party has decided in advance, before they had even talked about it.

[SPEAKER\_01]

Is it also under the challenges of the island community? You mentioned the political. But how can the island community cooperate to promote innovative development and increase sustainable growth?

[SPEAKER\_04]

It might be nice for that station council to sit and think ... politics, business association, national park, everyone. You can start talking about the difficult things. How can you and your organization contribute to improving the development of Funesøy?

No, I think we bring part of the world in. Because the often problem with small communities is that you only see yourself. It's the neighbor who is the competitor. It is not. The competitor out here ... We are sitting in Tjøme or Italy. But it's not your neighbor. You always have to work to get people in together, and then you can compete when people are here. So I think we can bring part of the world in, and bring in a little bigger discussions. Lift your nose a little. Nose up.

And it is strange that we contribute to the Destination Council and in the discussion about learning. We have to get them to talk together. How do you get them to talk together? Put them around the same table. Go for a walk together and see what others are doing on the Boislen coast or north or south. Drink wine together, quite simply. We have to tie it down more, because they only have made opinions.

[SPEAKER\_01]

I know that when you first start talking together. You mention more island communities. How can more island communities cooperate, and other regions, to achieve a common goal?

[SPEAKER\_04]

First and foremost in terms of exchange of experience and knowledge. Tourism, perhaps not so much that you think about products and such. Kosterave and Hvaler can certainly, with boat trips and experiences and such. But otherwise it is an exchange of experience. When you start to get out to the others in society, you will face a lot of the same challenges mostly everywhere. But then you think you are completely alone. Those who go to Hvaler think Hvaler is very special.

[SPEAKER\_03]

It's not. Can I ask a question off-topic? Or not off-topic, but ... What I'm wondering is that you had a very high development here until you were in 74 or something, and then you stopped expanding. And then there has been a very downward development after that. And now ...

You want to, but you don't want to develop, in a way. You take it easy. So what ... Where ... Do you think ... So why does it sit so deep in the ground that you shouldn't develop? So why can't you drive up some funkis blocks? So what's like ... Why not, in a way? Why can't it be Norway's Dubai? Very extreme, then. But why do we have to preserve it?

[SPEAKER\_04]

To such an extreme extent that one dies out? It's protectionism. To take care of the cabin we've had for generations. We will have it peaceful around us, there will be no more people. Nature will be spring. You shouldn't destroy, it should be quiet. Because it's like a haven for three years. And the local population runs away in July, because then there will be too much stuff and bathers.

[SPEAKER\_03]

We notice that there must be peace and quiet all the time. But we have to make money. That's what it's like to make money in peace and quiet. It has to bring more people. Yes, because my impression is that ... They still want that peace and quiet. For me, it seems that the development only takes place as long as the peace and quiet is maintained.

[SPEAKER\_04]

It's like a funfair discussion. There are funfairs throughout the summer. That it doesn't fit in. It's the same discussion we have in the old town. It doesn't fit in. You can just say what you think. No, but I don't like it. Summer is a very big source of income for Hvaler. It is necessary for Hvaler as a group to have that summer.

[SPEAKER\_01]

When they move the school to Asfaløy from Kirkøy ... They want families in here. But are they talking about that they want it to Asfaløy, or to Kirkøy, or to other archipelagos?

[SPEAKER\_04]

For the municipality, it is not that important. They just want to increase tax revenue. But there are lots of local opinions. It becomes 'not in my backyard'. Same where, just not right here. To put it bluntly. Then of course you want to focus on quality. It is as the Whaler guest owner says, that there is a smell of frying at Skjærhallen. Why do we have to have it like that?

[SPEAKER\_01]

Yes. But we can't make it smell like truffles all the time?

To a population that is very much marked by age. After all, we notice it in boards and ... Yes, in the political sector I sit, there is a very high level of age difference. I think that tourism is the industry in the world that recruits the most young people. It is the first workplace for many, somehow.

[SPEAKER\_04]

And the one with the lowest education, although there are a number of skills workplaces in tourism. So establishing hotels, restaurants, activity providers ... It is a young grand. Get establishments out there too. Collaborate with the nature-based tourism line at Ås. Get the workplaces up on experiences. Not just restaurants and hotels. That's what we can contribute. And get it into an industry that creates experiences. Then people will come too. Because then it will be more attractive to settle here. Even if you do something other than tourism. That is Fredrikstad. And it is a city where a lot happens, right. And people think so.

[SPEAKER\_01]

Do you see any barriers to doing what you just said?

[SPEAKER\_04]

The village animal. It's a big obstacle. But it doesn't solve itself if we manage to get good things done, get the discussion up from the mud, and get actors in from the outside. Like Helge Gallefoss, who you are going to interview. He establishes something in the bay, with a camp school and such a chewing gum he should be able to do down there. Or the vineyard at Hvaler. People go from the outside.

And the hotel with a city plan at Skjæravnen, which has built up the entire Nygårdsplassen. When you bring in people like that, the discussion becomes different. It's not just those who have walked around in the porridge screwing each other up. On the first trip don't want to talk to the bigfish, don't want to talk to the pilot. It doesn't work. So we have to bring in new people, then. Yes. Then it must become a kind of symbiosis, then. That everyone works towards a common goal, then.

Can you manage to promote that we want it like this with opinions from the local population, that we want permanent violence up in the clouds, then? Yes, it is a memory, that. But in that business network we say that we will create a common story and common copies. That we agree on the goal. And then we agree

that the vision of the national park, which is several sides ... The vision is deeper, wetter, wilder. It's not that. It's just similar. It is deeper, slower ...  
... and one more thing.

[SPEAKER\_01]

Both worst intended for the local community. It's very summery. How can you help make it a winter thing? That it's a whole year, which we talked about yesterday too. How can you help us make it a year ...

[SPEAKER\_04]

We will bet on spring and autumn. That is, from March to June, which is quiet, and from August to October. We cannot manage December, January, February. We don't start there. And there are a lot of people who have to close.

But eventually, then. We start with the shoulder season, which we extend. But then we also have to have pictures, photos, products for that season. Because now it has only been marketed with summer pictures all the time. We simply have to turn communication and weather into us to apply.

Spring and autumn, first and foremost. And Hvaler in the autumn is great, with lobster fishing, with boat trips. So it's also starting to turn product communication. It's very. How can we manage to make it attractive for young people, then? To get them out more on Hvaler? Yes. I think there are experiences that matter.

Whether they are always the hardest to reach. We don't have any communication channels that work for young people either. So it is the young adults with children who are, in a way, the easiest. But to reach those who are like teenagers ...

[SPEAKER\_01]

I don't know. I don't know. Social media ... TikTok is very relevant now for marketing, for example. But what experiences could we have out there to hit them? I don't know. It's probably young people who are interested in them. But we must have come up with something that is interesting to the whole group.

[SPEAKER\_04]

Many young people are very concerned about the green shift and such. So it's clear that it only hits a part. No, I don't know, but it's the whole of tourism, so the challenge is to be one of the very youngest. But that's not where the money lies either. It gets a lot of adults dry, so maybe that's not where we should put the pressure.

[SPEAKER\_03]

I got a little busy with something else, but ... that's how ...

It sounds like there are quite a few challenges linked to developing here, then. If you were to take the dream situation, then. What has to be done to get there that there will be hotels, that the hotel at Sand will come?

[SPEAKER\_04]

What do we have to get away to achieve that goal? So that we can start achieving all these other things. Especially after Bjørn Winter became a business manager, things have turned out better. It's much easier now than it was. Communication and cooperation. And that he understands ... He works with tourism a lot, so he understands.

He was head of tourism for a period and was looking forward to Inspiria. He is the right profile. And he intends to be here. That's his last job. So he wants to leave a mark? He wants it. If you have a municipality that wants to, then you have come a long way. And you have that now for the first time. And a mayor who actually understands the situation. She is a loose barpoon on the deck occasionally, but she would very much like to.

If we manage to anchor the development in having a heart for Hvaler, I think we will win. Those are the ones who are a bit like that ... want it for themselves type. So I'm not too worried about Hvaler now. I was more before. I see, and with the new players entering all development projects, so ... I think we have a fun time ahead of us.

[SPEAKER\_03]

If I put you on the tip, what if the two key people who help drive it forward, what if they disappear from their positions? Then we probably won't make it all the way back to the start. Because now it is rooted in strategy, a plan has been made, agreements have been made. So now we have formalized it? Yes. So it's much easier to replace Bjørn now than it was before. But still, you want to.

After they're done, then. Or say they stay away. But that they stay away. How do you ensure that you continue in the same street, then? I think we are on that feeling now, because if we get that hotel up ... There will be something there anyway. And they have developed the project which is underway. There are many.

[SPEAKER\_04]

So if we just get over the kneipa and get it going ... And hopefully it will go well, then we will be in a different place than you are now. And it doesn't reverse. Everything we've built, it's built. So I think that is the success factor. That we now help those projects as politically, do what they can.

Put that spade down. Yes, and connect it to the actor who now wants to create experiences, and local farmers who want to make visiting sparrows. It is important with that project here that we can be a bit like that ... Try our hand at seeing what might work.

I think you are part of the front line when the actors meet you. That there are students who are interested in what they are doing. Especially those who are now coming new. Then you are part of the welcome device. Actually. That is my important role. That's it. As it is stated in the hotel, it was also then a bath hotel.

Should there also be an opportunity for others who live nearby to come out and be in the bathroom? But you have only created the style you envisage. It's not finished drawing. But it will be big. It will have quite a large footprint down here. So it will also be a meeting point for ... It can be nice to get a proper footprint. Then it will dissolve the argument that is among the restaurants down here.

[SPEAKER\_03]

Now I can only take Trysil as an example. There it is the case that the locals have the option to make use of the facilities on ... So the type of writing, then. Be yourself, sauna, pool, three-way studio, restaurants. It's kind of like that...

[SPEAKER\_04]

I really think that those who are local here suddenly appreciate it as it is. Yes, of course they do. It will be great. And they stay there for a long time, they remember the old bath hotel. So when we sit in the plan, are smart and work well with it, and we will ensure that through the company network ... Then I think we can solve it, that it won't be ...

Yes. But I don't think so. And I think we have to solve that hotel for the truth eventually. Because the swimming hotel will be bankrupt, and then we will get experiences out there. Then we need something that can have facilities for courses. And then we need the hotel on the track. And therefore Facebook groups and such are stupid. Before anyone has seen a final solution.

[SPEAKER\_01]

Other than those who are in those party groups. How are the local people? Are they very ... What can I say ... Very ready for something new? How do they feel about it? Some are. Hard to say. Because these Facebook groups, it's not ... There are some people in them, of course, but ...

[SPEAKER\_04]

There are many arguing fans who take up a lot of space. And that just represents a very small proportion of people, who are thought to be many more than they are. I don't think we should look too much at that either. I think people mostly want nourishment out here and want society to survive.

[SPEAKER\_03]

But such a mandate for development, for example. Is it the municipality alone that sits on those decisions? And then it is because there are a lot of locals who sit in the municipality, which means that they do not agree there? Or what physically prevents it from being built? Hard to say. But ...

[SPEAKER\_04]

The municipality has been exposed to a lot of criticism. There are very few who have said so many legal cases within construction matters, like Vardø municipality. Is it because cabin owners and people who own build it out, and then they are not allowed, or? Yes. There are many landowners, right. At the edge of the school where you are going to sell, there is a landowner who owns parts of the plant, and Vardø municipality has not even spoken to. So there are very strange processes. And again, it is because it is a small municipality that may not have the knowledge needed.

I spoke to an entrepreneur who was supposed to help make things happen out here. And who refused to speak up. As a principle, we do not make cases at Hvaler.

Yes. If you don't get money in, and people don't want to build here, then it doesn't help. No. If one wants to have a human, then. But we won't get here. No, then you won't come here if you can't have the professional ... the professional meeting. So it's interesting to dig a little into that. Because this was Steen Helder. His father is in what was not the day at Hvaler.

It wasn't actually possible for people, or entrepreneurs, to do that before. It would have been fun to talk to an entrepreneur and hear what the experience really is here. Because that's the way it was when you really need to hear it. So one thing is, as Bjørn Gitlar says, that we lose the young and the knowledge. But surely it is not knowledgeable enough in those who are here.

[SPEAKER\_01]

It was very nice of you to say that. It's nice to have it with you. It's just to be heard when there are things like this which can stop the development of society. I don't feel like they start with no green light when they already wear it, that it is not possible to cooperate.

[SPEAKER\_04]

Yes. Or the discussion in the square about the stalls in the summer. Who is allowed and who is not allowed. Little king things. Very small discussions. Which you have to finish. Yes.

[SPEAKER\_03]

No, it's like ... We kind of have to make arrangements for what the current situation is. And then find out who works best together, and collaborates best. And what can be best cooperated on in which areas, to get these little victories, which you are talking about bringing together.

I'm quite obvious that as soon as the facilities are in place, all that nagging is gone. It's like you've always heard it.

That's typical. What we hope to get out of this, is to get these little measures that enable it to be carried out with the actors who have committed it. So we erase that bit a bit and simply get it done, so we get that spade in the ground. Yes, and talking to that hotel ... I don't know if you should, but now it's later.

[SPEAKER\_04]

He who started Elleballet, he is also the leader of the Næringsforeningen ... He is working with Marina.

Yes. So he is smart to talk to. And those who build the hotel are like that in the old days, before you were born. ... who have built Strømstad spa and large hotel projects. We have seen it before. We just hold out, we.

[SPEAKER\_03]

But it is a rather orderly process. For the Labor Party in its own way to decide that they are against the hotel before they have received a presentation. You can't do that. And then will and business development. Yes, because I put a bit of emphasis on that ... The combination of families with small children who are entrepreneurs. You don't have time to be a family with small children when you are an entrepreneur.

And there is no support there either. So it's not just almost impossible to buy something out there. You're going to run something that's almost impossible, and then you're going to have small children in addition. Then you don't quite have your feet down the button. No. Nutrition damage with NOK 100,000.

[SPEAKER\_01]

It is an extreme dream scenario to be able to have exactly this.

[SPEAKER\_03]

But then, so ... The municipality must have incentives, lures, less ... So, less tax. You really have to, like ... Yes, but you have to ... If you want to get it done, you have to get started. Yes. It doesn't happen by itself. Have such a landing strip for business, such a system.

You start here and hire so and so many people... And run the year round... Then you get cheaper electricity. Why should you be here, other than that it's nice out there?

[SPEAKER\_04]

Pretty nature is everywhere. That it is only here that nature is so beautiful. No, then it is all the way down to Denmark. Yes, yes, yes. It's like an old town.

[SPEAKER\_01]

It would be fun to create a future scenario for all these islands. Where you have some measurement parameters for each island community. And see where is what is similar, what is different. Yes, on the ones we're going to now? Yes. On all. That's what we're looking for now. We're going to see similarities. What works on those islands. What works here. How can we connect them together, so that differences break into similarities.

[SPEAKER\_03]

It is becoming a positive development. How can we use it elsewhere? To create a positive development here. Or how it is in France. If someone has created a good entrepreneurial program somewhere, then it would be a thousand. I think we'll round off there, me. So thank you very much. Just nice.

#### **Audio-recording-2023-05-03-1240-115832.txt**

[Automatic captions by Autotekst using NB Whisper. May contain recognition errors.]

[SPEAKER\_00]

Yes, that was nice. It was good that we got to talk a bit. Yes. And the situation like that now, so it was good. Yes. It was. And it's still okay for you that we record the conversation on sound? Yes. Very good. Like that. Approx. How long do we have today? Half an hour or something like that more? Yes. No, but it's okay to know.

[SPEAKER\_01]

First, I just want to inform you that this is a semi-structured interview. So we have these eight questions that you had a little look at yesterday, which we will deal with to. But if you say something we think is interesting and something we want to dig into a little more, we will ask a little more in-depth questions about it, then.

Then you have to explain what semi-something you said is for anything, because I don't know. A semi-structured interview means that we will not relate slavishly to the questions we have written up.

The conversation will flow a little, and if there is something you would like to elaborate on, or which we want to dig more into and find out more about, then we will go a little outside the script, then.

So good. So it will be more like a completely normal conversation, really. Yes. Yes. But then we can start with the first question. What is your role in the island community? I am the leader of the Hvaler cabin association. Yes. And what does that mean? Hvaler cabin association is an association ...

[SPEAKER\_03]

An association for those who have leisure properties in Hvaler and Granholmen. Which is actually in Fredrikstad, but which is just on the border.

It aims to coordinate activities against the municipality, i.e. organize in the best possible way for leisure properties in Hvaler. Both against the municipality and politicians and the business world that is in Hvaler.

And then as leader, we are a board of five. So I am now in my 13th year as leader and sat in the association for 15. How many approx. of those who have a cabin at Hvaler are members of the cabin association? We have 1650 members. Of 4300 cabins. So we have ... We have to say that we have a very good member base.

But in the last four years there has been a declining tendency. And the background for that is what we say is a generational change. Many of the cabins were built in the early 60s, late 50s, early 60s. And until 7272, when there was a building ban. And that generation there, who built then, is somehow way up in the years now.

You can see that in all voluntary organisations. Being a member of something is decreasing in tendency. You are not as good as you were in the old days, to use that word.

Yes, 20 years ago we were in 2003, well over half of the cabins. But it has fallen. And what we also see is that when we got property tax 11 years ago on Hvaler, right after it was introduced, we saw that oi, here we have to organize ourselves. Many make us strong. But then it has been a bit like that now too, because there is no one

It's not a battle anymore. It's not something that goes directly to your wallet. Like that without saying. What we have seen now, which we are very focused on, is this mud case. Which takes place in the archipelago. They are going to muddle up Borg havn. We will make Borg havn deeper. We are not against that. The entire waterway from Ytre Hvaler through the national park and all the way to Fredrikstad harbor.

We are not against that, but we don't want them to release mud from what they pick up. They are not going to release it again, which was first a political decision. Then the politician turned around at Hvaler and said no. Stop, we will not release mud again. Fredrikstad says that yes, we can release it again on our part of the border with Hvaler. It has become a bit of a big thing now that we are very much focusing on.

Of course we had in connection with the increase in electricity crises. Then it was also very much like that, when people came and made a lot of contact and such, on what cabin parents can do with it because we don't get electricity support at the cabin.

[SPEAKER\_01]

But considering Hvaler as the municipality and the problems we discussed yesterday. If you were to describe the current state of Hvaler municipality, how would you describe it? It is a municipality that ...

[SPEAKER\_03]

is completely dependent on income, and they get the income from taxes and duties. Where the cottagers contribute the majority of the property tax income. Because we are twice as many, right? And the painters that have been used, they are the same.

When there are twice as many people who pay property tax according to the same template, we contribute a lot. The municipality is completely dependent on us on the income side. It is also business and all that. It is a municipality that, what can I say, that the last seven, eight, ten years, perhaps,

has opened its eyes to the importance of the children's people. Or, excuse me, the cottagers. So, it has somehow not been before. The cabins have somehow just been there, and then it has been them and us, to use a word like that. But now it's very much like that... Everyone is very much on that we have to become a city, make mutual benefit from each other. And the municipality has now had a very change in that, I think, in its way of speaking and structure of how we enter.

Us as an association in various projects, discussions ... We are on all consultation statements that apply to the municipality. There we are a completely natural party. And is heard. Because we cline with everyone else. Is this an initiative you think Hvaler municipality now has ...

Addressed to these challenges that have been in Hvaler? Yes, so they see the need ... They have to see the need to stand on the same platform as the cottagers. They have to for it. There was a rumble during corona where we got ... No, you are not allowed to come to the cabin that Easter, when the corona came, in 2020.

Then the business world plunged. It was a good example, which was perhaps useful for all parties to see, how dependent it was. Together with Miljøkom and an independent consultancy, an user survey which is based on IUs, and surveys which showed that 85% of the income of the whaling community is the cottagers.

That's a lot, then. That's what I said in a meeting with the Norwegian Business Association now. Then the number was taken up again. 85% of the industry. Then the politicians and the municipality must take us on the load.

[SPEAKER\_01]

That's not true. But I wonder a bit about these challenges that Hvaler is facing. What are the biggest challenges for you as leader of the listening association? It is the desire for Hvaler to become a destination destination.

[SPEAKER\_03]

All year. As this presentation council. We don't want it to ... It sounds terrible. You bring such a free flow of tourism. You see things like these well-known mountains ... Where there are paths where nature has been trodden down.

And where you now see that you may have to introduce restrictions for tourism. We don't want that. Because you have a cabin ... And Hvaler has been very famous for peace and quiet. That it is so quiet that the silence is in a way a sound. Because there is no sound. And Hvaler there is a big difference if you go over to the other side of Oslo and look at Tjøme.

Mentality ... If I can use such a word ... of types of people ... But there is less ... If I can use the word snob on something, on Hvaler than it is on the west side.

[SPEAKER\_01]

It's much more of a lung atmosphere, in a way. Do you think that one of the biggest challenges for the cottagers with this plan that Hvaler municipality has, is that you are perhaps a little worried about whether this will take away the peace and quiet that is so important for the cottagers in Hvaler?

[SPEAKER\_03]

I can't say we are afraid of them. Because it gave something to us too. Because in winter, we use the cabin all year round. And it is clear that there is very little to do in winter, then. Then you close down, even though the tendency has become increasing. Yes, shops are up. But the shop is not the place where Oslo goes. No. So, you don't go to a shop in Hvaler as a main thing.

It actually doesn't. Of course you have to have food, but I don't think I've ever bought it in Hvaler when I was an adult. My parents built a cabin in 63, and I was six then. I don't think I've ever bought an item of clothing in Hvaler. But we must have activities, and that is what we want. Most people want an active free time.

There is a pedestrian and cycle path. Some parts of the national road, which are great. But we will probably have things we can go and do. So, it has become ... Yes, the golf course has been increased, there is Frisbee golf. It's like a bit like that ... I think that's what people want. But in the winter, then? All year round, like? Yes. Neither golf nor frisbee golf nor walking and cycling are really winter activities.

Walking and cycling is nice, because there is very little snow on Hvaler. And there is very little snow at all. So there are many possibilities. There is a completely different climate down there than it is here in Oslo. I have just arrived home here in Oslo. And there is less sprinkled out on Bjørka here than it is on Hvaler. There is much more summer on Hvaler than it is here on Røa. There is never ice and that bit. There may be a day where there can be ice and sleet and flat, and then it just disappears again.

[SPEAKER\_01]

But you who are in Hvaler a little in the winter, do you have anything concrete you might miss? Any initiatives that Hvaler municipality should take to attract more or that more cabin people use their cabin in the winter too? I don't think it's something that depends on the municipality. No, it's on ... A private initiative for you? Yes, I don't think the municipality can contribute much to that.

[SPEAKER\_03]

But if you think of business or private players who come in and can do something, what should one bet on in the winter? So ... What I see which is a bit controversial case now, is that it should be built possible ... It is a regulated area on Spjære-Øvessand to a hotel.

And it's a bit like the apple of the screen. Many people think it's great to have a hotel, but the apple of the screen is that the height. It should be so very high. And the developers' wish is precisely that it should be a signal building. Which you can see from the whole children's section that it should be nice. And should be in wood and lots of such. But people are very afraid of precisely that it will be a signal building which is very large, a block of eyes on an island, sort of.

But the project itself, by getting a hotel in Hvaler, I'm actually quite in favor of as a private person. Because there are no accommodation beds in Hvaler. So it will contribute to us being able to say that since they use the cabin, we have four bedrooms in the cabin, we.

But some people may not want to live so close together. Then someone can stay in a hotel, and then they come to our cabin and eat. Or the opposite, that we do things. And has an activity in a hotel, e.g. The hotel that will be at Sandnes is a course and conference hotel. So it will have some indoor activity opportunities, such as has spoken about swimming pools, e.g. at Hvita.

[SPEAKER\_01]

If you are going to train in a gym, you have to go to Fredrikstad on Kråkeby. Maybe there could be a gym, e.g. So in a way ... I was saying the moral. But what you are emphasizing here now is that Våler may not need so many more entrepreneurs who start clothing stores and ...

[SPEAKER\_03]

But you need activities, things to do that make it exciting to stay here. I am of the opinion that we need ... I have a daughter who has just got a cabin at Ali. She is 36 years old. Very lucky, but there

has been an inheritance settlement, so she has got a cabin out here. And then we talked a little about this last day, that it was actually 1 May, because then we asked ...

We were at Botnegatten to ride and see if there were any flowers. And then we go down to Skjærhallen and such and see that these clothing stores are up and such. She is 36 and a bit different like that. Me and my mother are 36 and have a slightly different way of thinking about e.g. clothes. And then I sort of ... Is there anything in these shops that you buy clothes here? So ... No, I think it's very special, and it's overpriced. Right?

But how can you say I'm overpriced? Yes, imagine that you come here and are on holiday. And then you haven't been to the shop for a week because you're in a boat, or you're on an island. And then suddenly ... Oh, now I just have to do some shopping. So it will be that shopping card, sort of. No, I don't need it because I rather shop in Oslo. Or then we always go to Fredrikstad and take a look. If it's a bad day, it's bad weather or something like that. We rather go to Fredrikstad and those who live there.

In the middle of the island community. Then it's hard to park. It's expensive to park. Lots of people. You queue up. It's much nicer to go to Fredrikstad, where you have the Old Town or Torvbyen and everything.

[SPEAKER\_01]

Considering this with cooperation between the island communities. How is your opinion on how it works with a view to promoting innovative development and sustainable development in the collaboration with the various actors. It will be i.a. you as cottagers and the municipality.

[SPEAKER\_03]

The entrepreneurs and ... Is there any cooperation to make this good for everyone? Business has now, via the Næringsforeningen, gained far better cooperation than it has been before. And the need for that that ... Example of a craft service, then. Craftsmen at Hvaler have had order books for up to five years.

If you call them ... We have a membership magazine where we collect advertisements. And then they say they haven't received an advertisement because they have order books full for five years. So I don't need to advertise for any more services. And then we can say yes, but one day that order book will be a bit empty. And there is also something about supporting an association. But what is also being said now is that yes, one party can fight to do.

It could be another small one-man craft company, which may not have anything. Then he should, as everyone has said before... But you, Per Partsen, he might know something about free time? They coordinate their services across the board. It was very bad. Everyone sat on their own toes and gnawed. While the Business Association, I think, has now greatly contributed to the fact that here we must cooperate across the board. It was mentioned yesterday, this ...

Where they sell vegetables and eggs, and sausages and such. It is a collaboration across various farming activities. Some farm eggs, some farm apples. And apple mash and things like that. But there's not much like that... I think the cottage people are the customer. Purely commercial sale.

[SPEAKER\_01]

But are there any of these here in business, then? Is there anything more than activities the cottagers need in Hvaler? You mentioned i.a. craftsmen. Is that enough, or are there things that stop you from having a use for it? Assen is it the cottagers use the business services in Hvaler, then?

[SPEAKER\_03]

We use the no service very well. We do. And we are also in an age for the cabins now. And just this generational shift, where we who were born in the 50s ... And those who were born in the 80s, like my children are ... Have a completely different standard of what it should look like. In addition, we now have 75% of the cabins at ... I think it is 75-80% water and sewage.

You have to rebuild the bathroom, and then you have to change the course of the fuse cabinet. There are a number of cottagers who live in Østfold who also have craftsmen in their company.

The area in Halden or Aremark, like Sarpsborg. And then they take the craftsmen out to Hvaler. It's not really desirable. Because you want to use the local industry, then. It strengthens them even more. Personally, we are very keen to use locally. Because we are absolutely sure that if something breaks, be it something or other, the doe closes, then it is always on a Sunday.

[SPEAKER\_01]

Or Saturday at 20. Then it's good to have a local plumber there who has done the job. Where you can call, then. That's why I'm very concerned about it. Then you get a completely different connection. Yes, exactly that. But aren't there restrictions on building cabins in Hvaler, I was about to say? Is there anything that can hinder using these craftsmen? Do they have less work because of that? No.

[SPEAKER\_03]

Because just because we increase the standard all the time, we get to have it more and more comfortable.

[SPEAKER\_00]

I also thought of what you said about craftsmen. Those who come from Østfold, who bring their craftsman from Halden or Fredrikstad centre. Do you feel that it goes at a price, or that they know them and bring theirs, which they trust? I don't know. I actually don't know.

[SPEAKER\_03]

Whether it ... I don't think it's about price. But I think it might be about familiarity either. At least when you live like that. But I don't really know. Just think about it when we brought it up. But how do you think the island communities can improve their development ability? Is there anything special you could wish for?

What is important is that things work. Like in Hvaler ... The municipality owns very little land areas. Or little land in the municipality. But you have this ... the church has such a foundation.

The Swedish Information Agency's fund. It is the old state cheque. Which bought up a lot of land from the old days. They also have a lot of property. And the municipality is very much in collaboration with them as well. The municipality can perhaps cooperate with them in key places.

And the Oslo Grand Prix Council could create some more parking spaces. There is a shortage. And this with charging stations and fast chargers. When we now know that there will be an end to fossil fuel cars perhaps in 2030, then the charging problem is big. And it is also difficult through the municipality to get ... It is quite ...

That's how it is processed via the municipality to set up its own charging station, or charging ... So, they get the point with their cabin, then. By pulling perhaps a cup over 40-50 metres and getting a charger set up. There the municipality has to go much more into the field to make it happen.

[SPEAKER\_00]

But up to what you say there, electricity. Now all these old cabins are when the electricity network was old. And now everyone is in a phase where in the last 10-20 years they upgrade all their cabins with modern aids. And maybe even chargers at the cabin. Have you heard of any problem surrounding the fact that there is enough electricity for everyone to have a charger at the cabin?

[SPEAKER\_03]

Yes, we got too little electricity for transport to Hvaler. That was why the footpath and cycle path were created. Which is from Fredrikstad, actually. Then a cable was laid down under the ground, and then a footpath and cycle path were created on top. So the supply now, plus that we have got something we called monster masts, has meant that the supply, at least on Vesterøy, Skjærøy and Asphalløy, is large enough.

Then I hear a bit in the debate that there was talk of ... I don't know how it has worked out. But that the new ferry, the electric ferry to be launched from 2024, had problems with charging. And the supply of charging. But ... So Fredriksson's plant, I don't know what it's called.

They believe that they are able to solve it in various ways by bringing enough electricity down to Skjærhallen. To give it electricity. They don't tell in detail how they set up such a structure. It is usually bottlenecks in societies where you want a development in the infrastructure.

I have wondered if you have noticed anything so far? The supply has gone to the transformer station at Rød on Asmaløy. The supply went there enough. Then there was talk of getting it from Asmaløy to Kirkeøy, which has been a bit problematic on how they are going to make it happen. But I think they have solved it, because they put it in the sea.

[SPEAKER\_01]

You mentioned a bit about this with ... that the Swedish Information Agency and the municipality should work together to get more parking spaces and storage stations and this.

Part of the reason why you don't go to Skjærhalden to shop, is that parking is expensive, and that shops are expensive. What would it take for you to choose to go down to Skjærhalden to shop there instead? It is the selection of goods, then. Right?

[SPEAKER\_03]

There are clothing stores, and then there are some shoes that have all sorts of shoes and no shoes, to use that word. And then there are grocery stores. And then you mustn't forget that it is a culture. Vesterøy, Bjerrøy and Asmaløy, it was ... There it first became a mainland road. And then Kirkeøy lay by itself, where you had to use a ferry.

So that ... Before I was 14, I got a boat on the Hvaler. Drove the whole Hvaler around with a boat. But we went very ... So we stayed around the other island. We might have gone to Skjærnavon to buy ourselves an ice cream. But we didn't go there, because we had to use a boat. Like my parents, we didn't have to go there. And then comes the tournail, and then it costs NOK 150 to drive there. You didn't.

You somehow didn't have it there. Do you understand? It was an island that was just there. And then perhaps you didn't always understand why municipal centers were placed on an island that didn't have a road connection. History. Certainly. Is there any particular way you and your organization can contribute to improving Øysand's ability to develop?

I don't know what to answer. Start using it in the winter? Of course we do. There are big errors. And I got a little crazy about what was said yesterday. Because there are a lot of people who use the cabin in the winter now. Right? Is there more cabin use in the winter after the corona than there was before?

I don't know. I'm not going to say that. But I know at least that something like ... In the road that I live in, where there are ten cabins that use a road from Odernien ... And there are now four of us who are there all year. Christmas Eve and Christmas Eve and ... And then the others who have cabins, they are old people, like the 80s.

Although the cabins are also winter-insulated, because all the cabins are around where I am. But they use it. It goes without saying. You might stop looking for a car, and you don't drive too much in winter. Have you been to Drøbak before? Yes. There they have been very good at marketing Drøbak as a Christmas town.

[SPEAKER\_01]

And on the basis of this Christmas market size, many visitors also come to Drøbak to look at Christmas lights and the Christmas shop and all this here. Do you think it would have been an idea for Hvaler at Christmas? And marketed ... Has a Christmas tree lighting had anything ...? That's it at Skjerdalen. It's a Christmas market at Skjerdalen.

[SPEAKER\_03]

In these stalls, it is. There is also such a Christmas ... In the Coastal Museum at Bråttet, there is also a Christmas market or ... I don't know what they call it. The same is true that there is something called Bygdedagen in June at the Coastal Museum.

We at the association have had a stand there. We will show ourselves as permanent residents. We will show ourselves to our members and will try to recruit members too. There it turns out on that rural day ... because there are probably few hip people there. Yes. There are a lot of permanent residents? Yes. There are a lot of permanent residents. Is there a lot of permanent residents also on this Christmas market?

[SPEAKER\_00]

To be completely honest, I'm a person I've never been to. I haven't been there. It might be that ... yes. Has it been a Christmas market, so we've been to a ... sorry, it's Monday. I think it's interesting, what you said, that you have a stand when there are village days and such. But there are very few cottage people who come on the typical village days. Have you thought about something ... what ...

[SPEAKER\_03]

The reason around that might be? Are they going to the cabins to relax, not to go to rural gatherings? I think it is that you are at the cabin and it feels nice to be there. Then we'd rather go there early in the afternoon and have a beer.

Before we have dinner at the cabin, maybe. Then you go back to the cabin and continue to sit and enjoy yourself there. You are much freer at it. You don't want to be at gathering points like that. Then you have a special thing you might be looking for. More of an activity that is not a gathering. Not like that. But yesterday we talked a bit about it.

[SPEAKER\_01]

Now I heard what you said. No, sorry. I think I managed to interrupt you a bit. No, because yesterday we talked a bit about this with the main target group. The desirable target group for Hvaler to get permanent residents are young families with children who want to start their own business.

Thoughts about what Hvaler has to put in place to make it more attractive for this particular Målerup to move here? I think ... A bit difficult, perhaps, to answer.

[SPEAKER\_03]

The mayor has said that they must build cheaper homes. If you are going to get families with children, people in their 30s who have small children to come to Hvaler, then it is not certain that you will buy a home for NOK 6-8 million. The mayor has advocated that perhaps a leakhouse must be built that is cheaper.

But I don't really know if children have the capacity for all this here. They really complain that they have a very large part of the elderly.

They have capacity for that bit there. And then they will have families with children where you know that kindergarten will be required, you will have school buses ... So health service, dental health service which is compulsory or free for children of 18. I don't quite know how they intend to organize it, quite simply. Or organize it into running, then.

Although they get tax revenue, it's not that much... An entrepreneur earns quite a lot of money in quite a few years if you are an entrepreneur. It takes a while to establish yourself, to get shops going around. You can look at the vineyard they have at Søndre. It's not poor people who have started it. It's investors, the good money behind it, who do this here. So somehow ...

I'll just let it ring because I don't know. Like that. I actually think it's a bit weird. I understand that you have to have a certain top-up when you have many people who go out at that end. So you think that perhaps a challenge here is that even if this is the dream scenario, to bring in exactly this target group, so is not ...

[SPEAKER\_01]

Of what you can imagine, Valø municipality is not well enough equipped to receive them quite yet. It is simply not planned fast enough. I think maybe that is the right conclusion on that.

But is there anything... We have one more question here, then we're done. How can the island community cooperate better with surrounding communities and regions to achieve a common goal? Is there anything we can ... With Fredrikstad, for example. Then it's more into the mainland, or are you thinking like ...? Yes, then it's more into the mainland. If there is anyone ...

[SPEAKER\_03]

Better bus opportunities can be an example. There is coordination between ferries. They have entered an avalanche with a ferry that cannot go to Laurvik.

Because it is category three. The sea is divided into categories one, two and three. Danger zones where in category three you have to have completely different certificates and security arrangements for the ferry and the crew.

Than to category 1, and the ferry they have now entered into an agreement with, which is also done by Viken county council, it cannot go to the asses. Then there are both permanent residents and cottagers. Who now suddenly have to cheese ferries in connection with themselves. It's really very stupid. Who may then just have to use private boats or a taxi boat. But who have had ferry approaches for all these years. And now will lose it because this new measure?

[SPEAKER\_00]

So you haven't heard of it? No. I've caught up with what you're saying there. But if you look at it a little more broadly, then. Just think societies and regions in southern Norway. So. A few years ago it was probably under the right-wing government, this merger of municipalities.

[SPEAKER\_03]

The question is whether Hvaler will manage as one municipality. Many of the services today are used by Fredrikstad. Fredrikstad municipality buys services from Fredrikstad municipality, do they cooperate on it? The question is whether the municipality itself is too small to manage as one municipality.

Because there are many services bought from Fredrikstad. Among other things something we are doing a lot now, is this school administration at Hvaler. Where that whole case has been transferred to the school manager, who is in Fredrikstad. While only the contact person is in the bathroom, the planning and construction manager. So I don't know if I can answer anything else, really.

[SPEAKER\_01]

Then we have actually received answers to a lot. Is there any possibility that we can contact you if something more should appear tomorrow, e.g. on email or SMS or about calls? Yes yes, just do it. It might be something similar.

When you get to take more interviews, I have other things to ask. If you come up with something after this conversation, we hope you will send us some messages. Then I have the e-mail for Ostein here. Then we will take the communication there. Thank you very much for taking part in the interview. It has been very useful for us.

[SPEAKER\_03]

Just good luck to you. I don't feel like going to school anymore. Awesome. Thank you for us, and have a great day ahead.

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[SPEAKER\_03]

Which are delicious and rewarding to live in. And then it's really those who are in the establishment phase. Right. I'll just stop you there a bit before you continue. Is it okay if we just record? Considering that it's easier for us to sit and write and hear at the same time. It's not certain we'll get that much in because of the wind, but we'll just have it there. And then we try our best. Yes.

[SPEAKER\_02]

Good, that ... Yes. The area here, that wedge there, it's called Holtekilen. And there is a small side port into Kirkeøya here. It is defined as a so-called emergency port. When there is a storm and real stormy weather around, then it is a so-called emergency port where ...

Both ships and individuals can dock when the storm is imminent.

And there are speed limits here, with a maximum of five knots. And it should be a bit of peace and quiet here. Then there is a plot we have here which is a total of 73 meters. Now we sit ... The coastline is down here.

So we are sitting down here. And there is a shoreline of 90 meters going down here. And then there is a parcel up here. We parked right up by the road here. And then there is a rather large hill of around 65 ...

Which is back here. And then there is a bit of that ... Yes, what are we going to use it for? And we somehow had it and have a little dream about ...

Being able to participate and create a good living environment for public health and for the natural environment as well. Then we see that here at Hvaler it is probably a bit exclusive in the sense that it is we who have good advice, who have the opportunity to establish ourselves out there. And it is, if you look at the demography too,

Then there are many pensioners who live out here. Is it something you think of as a challenge for the island community? That it is ... Yes. I know it completely, but ... If you take the sustainability perspective ...

Then there are many elements in it, and I think one of the sustainability perspectives in good living environments and societies is when you have a healthy balance, also in terms of age.

Sustainability is often defined as the environment, sustainable economy ... Socially too, sustainability. So the sum of sustainability I think comes in a form of disharmony or imbalance if there is far too much of one or the other.

[SPEAKER\_00]

And then we saw ... We went to Valepanorana. We saw some solid houses with some iron gates. And then we thought ... At least not in my spirit, and not in yours either. It's crazy that the rich should be able to imagine this great ...

It should be for everyone. Because my mum and my grandparents grew up on this island. Not too far away from here. They were ordinary people who grew up and lived in that environment and had cultivated a little.

[SPEAKER\_01]

That it should be for the working class. And that's a bit of what you were supposed to promote here. That you should have the opportunity to establish yourself in such a beautiful place. Åssen, in practical terms, should Hvalersund island community and ...

Not a chance.

[SPEAKER\_02]

So how to do it? But what do you think about building? Is it a house for sale? Is it rented out? That is where we actually have a thought that perhaps we can be involved and create and build up a living environment which means that the entrance ticket for people in the establishment phase is possible to enter.

And then 6.5 million is not possible. Then we have to think alternatively. Then we can't think of large, traditional plots of land, detached houses that are for themselves. Where it comes up to 6-7-8 million. Then we have to have a different approach. So this with a sharing economy, we believe very much in that.

No. For example, if you build up a residential community, then you each have your own unit, whether it is a small detached house, a terraced house or an apartment concept. But perhaps a slightly larger common room, you share that instead of building that everything should have everything that you need yourself.

No, then e.g. a meeting room. And when you're going to have companies. When they're going to have birthdays, it's a common room or area. There will be a waiting list, and something will be written on the list. And on Saturday 17.00 I'm going to have it in that country.

Car solution, as an example. Car collective. Instead of everyone having taken something as simple as a spade or lawnmower, or whatever technical equipment you need. No, then it is common. And they share it.

Bicycles, equipment, e.g. some small boats, if someone wants a small boat trip now. That quite a lot of such benefits or necessary things that one needs, can be on.

So the thought is a bit like that... If something is to be built and created, then there are also buildings that may not have the voluminous, but are very large. Because a lot of big construction. And a bit of that... It shouldn't be micro house thinking. Because it's the slightly different end of the scale. But also being able to have something that is good enough, and perhaps something that is reasonably similar.

So also that you get ... Yeah, not much of a difference between whether you are Per or Ola or Kari, so it's kind of like a collective way of thinking. A bit like up in Hurdal, it's ecological. Yes, there is an example of that. Absolutely correct.

Some of the isolations have been built in halmsteads? Towards an ecological society? Absolutely correct, yes. I know that one a bit. It's a bit of that sustainability thinking. One thing is that it should be a good living environment for the public health of the individual. But also the idea of material choice, aesthetics, architecture should have some form of sustainability perspective in itself. The reuse thinking and the circular economy.

[SPEAKER\_01]

That what you put in should be able to be reused, and should not burden nature more than absolutely necessary.

[SPEAKER\_00]

On wetsuits and lawnmowers and all these things? Because it will be a matter of distribution? Yes, a bit like that we think that ... Sort of sensibly. I'm thinking about the construction site, and people sit with three rakes each. Why not share things? Have a system for it.

[SPEAKER\_02]

Yes, and then we have an ideal thought about nature here. And I think that it is a good thing for society the more people who also get a somewhat real and close relationship with self-sufficiency. Because the UN has said that in 2050 we will probably really feel on our bodies this with food shortages in the world. And each country must take a little more responsibility.

And here there are a number of fields that need a partial business mindset. And perhaps also if you manage to establish creative souls who want to create new things.

There is a climate zone here, in the area around here, which is very favorable in relation to the cultivation of perhaps some new varieties. Both fruits, berries, some vegetable varieties. The soil that we walked along here is very well suited to that.

So maybe invite or think of people who want to be close to nature, experience the short journey. I think you say it well sometimes ... What is it that gives happiness, like?

[SPEAKER\_00]

The example you use.

[SPEAKER\_03]

That's a good point, what you say there. Because I'm from Bommelandet. That's how I grew up. If there's anything you want, you just walk over and take like that. Then you take porridge and wildebeest, and then you take it in your mouth. Now everything will be washed, although I'm happy about it, then. But it is a fabulous mission you have set yourselves. A nice thought you have. But what is needed is that you manage to realize it against politicians.

[SPEAKER\_02]

Yes, it all starts with a seed or germ of something or other. So it's the idea that we're just starting to ... Yes, we're totally in that stage.

Deep down ... There is a story on that property here. Where there have been some investors who have had pretty big plans here.

And then I think we see a labor market that is developing, which indicates that quite a few people are getting a form of flexibility in the form of home office solutions, part-time solutions. That perhaps there is a form of revitalization, and that it is possible to establish yourself as a family.

Also on an island community. That it doesn't have to be in a city core, but ... You can get what you need of ingredients in life in an island community, but then it has to be year-round activity. I find it very season-based, what has been built up and is on Hvaler here.

So I think we need to start materializing the ideas and develop them a bit. And then there is the dialogue with politicians. And then it's the idea itself. It must be something tangible and tangible. Ideologically, it really is in the wind. Up against sustainability. Against a low entry price for newly established ones. And then they are, as you say yourself...

[SPEAKER\_03]

If you look at the demographics here... If you look at the church now, the youth are suddenly sitting there. 70 plus. Right? So it is a dying breed, those who live here. Because those who live here from childhood are usually the ones who stay here. There aren't that many families with children who move down there, if the county has no connection to either.

[SPEAKER\_00]

And that's exactly where you come in with your idea now. How to get young people to want to establish themselves here. What gives that desire to live and live and have your free time here. And then of course there are opportunities in terms of digitization and ... Have you thought about talking to Tom in Rode, your school? No.

[SPEAKER\_01]

It is an agricultural school with lots of upper secondary students who come from all over the world. And very few of them have ... odel at Singo. And the wishes are beyond themselves. So just this with cultivating and fixing with land and being practically suited to people ... So go and talk to them, possibly, and see if any of the dairies have been interested in joining the project or moving in or ...

[SPEAKER\_03]

If you also look at the urban environment, then the thought you are now taking to the country, is the thought we have in the big city. It is the thought that ...

He has no connection to a farm at all. But with him paying a small sum, he gets to participate in this productive farming where people have deposited money, and then you help harvest and sow, and you help with everything. And then you take up so and so many kilos of it, then you share with those who have received deposits. So and so many kilos of it, but you have to join.

And that means that you get a greater form of ownership over it. And that's what you're doing here. Getting ownership of yours. And then creating a small society in society filled with the right ideological thinking. It sounded very Nazi. Yes, but it is, after all, one of the ideological ideologies. Yes.

[SPEAKER\_01]

At the meeting we were at yesterday, it was exactly what you mentioned, that it is simply too old for the residents of Hvaler. And it is season-based. Cabin people are here in the summer, mostly, and not in the winter. What we mentioned in the previous interview, it was a cabin user.

As mentioned, this thing that ... they like to use the cabin in the winter now. But then there is nothing to do here. There is no activity. So that to ... with this use you drill and think smartly, then. So it is an opportunity for activity in the area throughout the year. Important point. It is also possible to create ...

[SPEAKER\_02]

Such a year-round life, being able to live here. And then this is about value-creating activity. You must have some job that gives you an identity here.

And that is a challenge, that is. But I have seen how working life changes a little. I myself have a son who is 27 years old. Works in IT. With IT development. They gather one day a week in Oslo. The rest of the other four days they work in the home office.

And they've had a pretty thorough discussion about that in that company. And it's a big company, because it's Nav IT, the development department at ... And that it's the working environment of the future. To have the social, the physical one day a week, but as he says...

Where I live one day, if I have to spend one day a week commuting for an hour and a half, it is manageable. But I couldn't do that every day. So I think maybe tomorrow's labor market might allow for a little pulling outside the city centre. For the people who want it. And not everyone wants it. But there are buses from here every half hour. Every half hour.

[SPEAKER\_03]

What you are saying now is what was made very visible through the corona. Now you saw very clearly which professions could have home offices, and which professions which could not have home offices. And what came out of it is that the professions that have money, that do with money and earn money,

After all, they are the ones who have the greatest prerequisite for whether we work from home. Those who work with people, not so much. So my question now goes more towards ... You want to focus on the people who want sharing finances. How do you imagine that you will reach those who do not need to commute?

Commuting from here to Fredrikstad for work is 40 minutes every day. And you don't know which couple will buy a home. I have several colleagues who commute to Halden, where I work, every day. And as they say, it's a long drive. Yes. Yes.

I commute one hour to school every day. I enjoy it. So we exist. Yes. You know this is for a three-year period. Yes, that's true. Now I've been commuting for the last few years.

Yes, since 2010 when I moved to Fredrikstad. Before that I lived right next to my job. And it was absolutely beautiful. Then you come home and have time off earlier. When you start to reflect on how much time I have spent commuting, which I could have spent on a life, then the thinking you have is very nice. So when you get up in the morning, finished with home office, you are already at home.

Saves a lot of time. Right. I understand that this is a seed that has sown, but I don't have all the answers now. I think it's fun to hear how you think. But what challenges, what is it the municipality ...

[SPEAKER\_01]

What can be done to make it possible for this to work, i.a. with jobs? If you think that not everyone wants to commute, then there must be work here. The work that is here is perhaps not arranged for everyone.

[SPEAKER\_02]

No. There are a couple or three things that are very central that the municipality must address. One is that one wants a genuine desire to say that there is something ... The next 10-20-30 years, we will do something about the demography. That bottom plank there must lie there. And then you wonder how we are going to achieve that. There must be an entrance ticket for us to be able to live and live.

On Hvaler, which is lower than today. And then you have to be a bit curious and searching for initiatives or projects that can offer a lower entrance ticket. Then I think you have to get out of the box a bit. You knew about the Hurdal thinking. I also know a bit about it. But there I think the entrance ticket is a bit too high. They have made it so exclusive, almost, that there is a high entrance ticket there.

But the municipality must recognize that and want to do it properly. And then there is this about creating jobs. There are two sectors. It is the public sector, and then there is the private sector. So it is also ... Tomorrow's jobs are constantly being created now. The one is like that ... In the public sector, it is health, care, school, upbringing.

Also municipal services, which are the big thing. It will always be there. The more people live in a society, the more such service needs there are.

But a sustainable society also rests on the fact that it is a private business community that creates value. And then ... Yes, what is the labor market in 10 years, 20 years, 50 years? What type of industry needs whales? Yes. And there are two directions. One is what is based on local resources.

And then it's nature in the form of ... There's not much agriculture here. There is a bit of forestry. And there is fishing. It's like the classic natural resources. But I don't think that's enough either to somehow create ...

A private business community that makes it flourish throughout the year. Because it's a bit limited. And then it's like that ... Also creating new industries that we may not quite know as of today. Do you know a bit about Doplin's innovation model?

It has been heard, but please tell. It is... It has been developed. Running innovation work and creating new business is often based on a reason why you should engage in product development. Innovation is based on having something existing.

But then you have to improve product development more. While the so-called Doplin's innovation model means that there are other sources to create new innovation and new products and new services. And it is about more network cooperation, this with alliance models. And then putting creative environments together. In Halden there is, among other things, the rest is called Smart Innovation Norway.

Which is located right by Remmen school, which is part of Østfoldmiljø University College. They have managed to create quite a lot of business activities by putting together creative environments. Among other things E-Smart is a large company that originated in Halden there. And which is now probably 60-70 employees.

So the fact that if Hvaler municipality could be a form of facilitator for tomorrow's industries, which we may not quite know today... Just a wild thought, since you had studied a bit of psychology too.

Psychology and physicists, for example. It is suddenly ... Then maybe the Hvaler environment is too little environment for things like that. But there is a lot of research on the bridge between psychology and physics. It is not certain that it is relevant, but daring to think a little out of the box ...

And the so-called Doplin's innovation model is like that... Have someone who is trying to start something new. No. Concept and services.

[SPEAKER\_03]

Yes. Yes.

[SPEAKER\_01]

A little more on what you mention. It is exciting to have more actors who may be able to work together. Do you have any thoughts about which actors Hvaler can potentially contact and work with to manage to create such a creative environment? Do we have anything nearby that can be used?

[SPEAKER\_02]

I'm thinking a bit about ... That one should not be completely disconnected from what is the location. Used a bit of natural resources in town, agriculture, fishing and forestry. But the whole marine biological environment ... Which possibilities exist in the marine biological ...

To take, for example, one of those who has made himself rich in Norway, Røkke. The thing with krill production, which we drive and build up, which now looks like it will be a very big industry.

Why couldn't the competence environment and development of marine biological potential lie in a Hvaler environment, which is really so close to the marine? Why should it be located in a university environment in Oslo? Of course basic research is there. But the executive and sort of like ... I think those who work e.g. in that direction there, then.

has a search for the marine. Which, in the deepest sense, sort of ... Being able to be close to the marine biological ... I would think that it would have been very exciting for people who work in that direction there. So cool!

[SPEAKER\_01]

We were at the visitor center in town. There they have them on the walls, all these species that only exist here. Utilize it, continue it. Along with what you mention.

[SPEAKER\_02]

Again, we were on the issue of self-sufficiency and food as a major issue in the world in the long term. So Norway also needs competence environments that are in the term spearheads or pilots.

On new opportunities to grow and grow things, for example sweet potato. Which is a phenomenon that we mostly get from Brazil. But there are now environments that have tested and are testing it in Norway.

We will actually get to that in ten years, if we get out of quite a large sweet potato production in Norway. Then we are in a way on sustainability and self-sufficiency at something that we want to have. What could be left is a favorable climate zone, a climate zone that has been announced for 3000-400-100 years.

Does it mean that larger parts of Norway will be in the climate zone that we are here now? And then it has to be a spearhead or a pilot who tests out and tries out a bit. What if the Hvaler community was a bit of that spearhead? Then you suddenly draw on those who want to be a little creative, and those who want to be a little innovative.

It's ... We haven't thought it through, but I think you're catching up a bit on our basic idea and our basic concept. So it's a bit more of a question about ... Is this the seed of something that can be ...

Exciting in the project, Freya. And then move a little further in. Because at least the way we thought it a bit, is that every project also needs something a little tangible and concrete. And not just what is in the macro. And a bit of a honorific thinking. But being able to take it down a bit tangible and concrete. And that's why I thought ...

[SPEAKER\_01]

Maybe this can be something? The way I perceive it here now, is that really the interview should address the challenges you have. But you are actually already on the solution. And it is very exciting. Because that is what Freya wants to find a solution to the problem of relocation. Right? How to get a move in.

And this is a very good basic idea for how to think outside the box. But at the same time it is a bit like this... What are these here who will possibly live here in a few years? What do they need to thrive

here outside this area? What do they need in Skjærhalden to use Skjærhalden? Or are they just going to go to Fredrikstad, or will they stay here for a long time? What is needed?

[SPEAKER\_02]

Considering that in one shared car, one has been driven away. Set the price. It is an important point that one stays and thrives in everyday life.

[SPEAKER\_00]

It's like touching a carrot and finding something that gives people meaning. I think it's very important for people as founders that I must have a meaning. And then the thing about nature and the little things around us can help give you a meaning, I think.

[SPEAKER\_02]

Watch the ladybugs and such basic things. Yes, or ... We use a bit of that basic thing.

When you completely peel the onion and get right into the core, the basal is often the central thing. So understanding man's needs ... Being like a small drip brings good life. Then it must be like that ... Yes, there must be an entrance ticket. One must be able to live here without living to die.

There must be access to kindergarten, school. Service offers in the public sector must be in place. And then it must be that one can live a certain active life. Cultural. Whether it is ... Cultural or health centre or ...

[SPEAKER\_03]

What comes out of everything we have seen today is that you have to put things out in context and get a symbiosis. A bit like the hotel that some other of our fellow livestock owners have had an inpatient with today. Where they envision a swimming pool and gym.

You are mentioned that you will have the introduction of users of the activities the other players will deliver. Then you will find the symbiosis that the project will eventually create. What is needed as a whole for those you take in, to be able to want to continue living? Yes, who stay here and have a good life, then.

Finding out what the quality of life is and what is needed for us to be well. I think it's really exciting. And it's a shame you're not young yourself.

But against what you think, then, is there anything like that primarily ...? Because you have had such a thinking about this vision. Is it like that up to 40 with the same age of children, same age of those who move in? So it's not three in 80 who want it quiet, while there are three in 25.

Who will have their one-year-olds screaming, and a four-year-old throwing a ball and talking about it. Then someone will complain that it is ball play, because they have bought an apartment in an area with ball play. Have you thought about the same sentence? Haven't been on such a payer, really.

[SPEAKER\_02]

I think you have had a nice thought, this about being generous in that sense, and somehow accommodating different types of people. The thing about both age and ... Or maybe if you are single alone.

[SPEAKER\_00]

Yes, I have been a bit concerned about that. Over 50% are single and alone. This should be equal opportunities for them. I'm a bit concerned about that. But is there such a ... Very good market to invest in. It is actually a very large market that society facilitates a little.

[SPEAKER\_03]

Then there is the sharing economy, for example. Have you also thought about the Husbanken? That one plans to build something that the Husbanken approves of borrowing? We have that Husbanken as our mindset, yes. Right. Because it is directly what you say there. That it is up to those who have a need. So it's brilliant.

[SPEAKER\_01]

But the hill does it get like that in terms of ... Let's say I had bought here, then. And then I live here for four years. And then I sell again. In terms of inflation and ... or with an increase in prices now, as it were. Does it provide equal opportunities for the next person?

[SPEAKER\_02]

If I buy for a million and sell for five? That is one of the themes that I think should be discussed a bit. Because if it is a success and it becomes an attractive living environment, then it can quickly become something that jumps off a bit. Which means that ... Yes, yes, it was nice at the start, but then it takes 20 years, and then it's actually become such a form of ...

Exclusivity that means no new ones enter at all. I think it is important to delve into this particular topic. How to ensure that the ideology is allowed to live long-term. Yes, because I think it is very easy to imitate and facilitate that ...

[SPEAKER\_01]

That a certain group can get an entrance ticket to the housing market, but that it remains until the next one, that it becomes sustainable, then. That goes on to the next generation. It is more difficult in terms of the housing market, then. Yes. We will talk about that in town, because we have tried to search the web to see what you are up to.

[SPEAKER\_03]

We tried to prepare ourselves a bit. Then we talked about what Fredrikstad and others in Norway have. Sometimes you set up a housing complex, apartments, terraced houses, which are only reserved for young people. This is the maximum sum. No matter how much you renovate and get, it could be sold for this. But that means the sum is so low that you live there to death, and you manage to save next to the next home.

Have you thought of anything? Then you get to put down in the articles of association that it can only have a 1% increase this year, even if the market says 10%. There is something about having a framework with articles of association which means that the basic idea of the technology that you have at the bottom, we do not drown in inflation. It is important. No ... Or I think a little more like that ...

I must be able to bring both short and long thoughts. At the same time also establish some driving rules, some articles of association that ensure ...

[SPEAKER\_02]

Yes. So it is a problem that we have to define and find an answer to. A solution to. And I think there are many topics that we have visited on a trip that we do not have complete answers to. So we are more like that we lift some tanks up in the air alone.

[SPEAKER\_00]

But that's where it starts. Yes, exactly. I have a little faith in following such a gut feeling or something. In a commitment that is real in me. Then I have a commitment, then. Then it means something for me. Then we're just a bit there like that... Oh, maybe it, maybe that. I can't think of anything else. And then we talk to you, and then ...

[SPEAKER\_03]

With things. Then the balls start rolling and getting bigger. Snowball effect. I really trust processes. I believe in it. I was just going to say something they talked about on the way down here, but then it disappeared. It will return.

[SPEAKER\_02]

But exactly what you visited now, the thing about processes, it's an exercise here yourself. Enduring being in process. Because in the process you don't have the answers. You don't have the solutions. They come along the way. You have somehow had confidence that ... Yes, along the way they will become the end station there. Then there will be some suggestions for solutions. And enduring being in that uncertainty along the way ...

I think that is a bit healthy for us too. It is very comfortable to say that here we have two lines underneath. Here we have a prospect, here we have a mindset, here we have an ideology, and then we have a solution. Two lines.

No, I think that sustainability thinking also develops in the process, quite simply. Absolutely. What I have heard from Linnea in relation to the study and what you do too... Learning to almost love the process in itself as a means of action...

[SPEAKER\_03]

Endure living in that chaos. So that the cabin will be something big. There is something about the nice saying we took last year about fear not chaos, first there is something to live.

[SPEAKER\_02]

That's a nice word. Fear not of it. Yes. But it takes some security and courage to be able to live it out in practice. Isn't there courage in what you do, then?

[SPEAKER\_03]

Buy 65-70-80 acres, and then here is our basis for an ecological ideology. Not to make money, but to build a small society with the right core values so that you both have young permanent residents with children, and then you have tax revenues for a long time.

But also the sharing economy that is in trend now. It is, after all, what is on the way in. Why own everything when you can share the big and the big? A bit like the big companies now during the corona period. It is not a point that we have 3,000 m<sup>2</sup> of empty heated office landscape, when 90% think it is better to work from home, and you are more productive in addition.

Yes. In the hotel ...

And rents out an office space. So it comes down. And then you have hope. Here you can put things and store. And then you can rent an office space once a week. And then you just come and get what you have stored there.

Then you move to a free desk there. And then you can book meeting rooms. Because it's a bit like you have a birthday party. So that thinking has been implemented in the company. So you are thorough. You can rent a motorhome once, twice, three times a week. Or several, as you like. But then you can start.

[SPEAKER\_01]

They do the same with Vex hotels in Fredrikstad. They have a backyard where there is the restaurant in the hotel, and then there are two or three other restaurants around that backyard. And that space, those who sit there, if they order a beer from the hotel and then dinner from the restaurant on the other side, it doesn't matter.

But they are allowed to ... since all those restaurants share that space. So they can order where they want, because then they attract a lot of people there. And everyone gets to take advantage of it, then. Even if there is a family of ten people with us.

[SPEAKER\_02]

Then you have a lot of respect for the individual and the self-interests that the individual has. And at the same time you have a holistic and community thinking. So the combination there is very exciting.

[SPEAKER\_01]

That is exactly the thinking they have been thinking about today. But it should also be the case that the municipalities and business in Vardø should ... Think a little more like you, then maybe? And don't be afraid to cooperate.

[SPEAKER\_02]

I think somehow that when there is a group of students, with competent ... Both students and not least tutors there. Then it had to be like that the municipality almost has to embrace it. It will be a bit interesting to see. Because you will certainly come up with some input that is a little different than how it is done today.

[SPEAKER\_01]

We have been told from Bjørn Gitle last time that this project will end with an idea that no one has heard of before.

[SPEAKER\_03]

It is good what you say. Don't say what the municipality can do for us to make this happen. What can you give to the municipality so that it will be of interest to it? It is almost our basic idea that we believe it will attract young people who want to live, live and be.

[SPEAKER\_00]

And I think that should be very attractive for Hvaler municipality in the long term.

[SPEAKER\_03]

It's a bit like ... Now I'm taking it out of Hvaler a bit. I saw an advertising article. Whether it was Tynset or some valley up there. Where the advertising had interviewed several people who came moving from Oslo.

Where they had sold a small 50 square meter, bought a beast from a house. The municipality had been in the picture of helping to give jobs. Or seek companies that had one. OK, we need a carpenter. You need, right? And then the advertisement was that ... Where is your husband now?

No, he left work, and now he's standing in the river fishing for salmon. So then there is the idea of that ideology of having the freedom to do what you want. So that is perhaps a bit where you are now on your way to selling yourselves. With the ideology of you coming here and living a sensible life.

[SPEAKER\_02]

Not a waste, but a sensible waste. No, that rush to consume in relation to the fact that there should be high consumption and like a lot ... a lot of resource waste.

I don't want to contribute to that here. A key word in relation to architecture, if you want to follow that track a little further, is charm. We would like to include it. There we have looked around a bit in other areas. It is very great, using the example of the island here, Hvaler panorama, which is a huge development project. Slightly different direction of the island there.

But there are giga houses, which perhaps belong more to Oslo's best western edge, which are large funky houses, which are nothing compared to the respect for cultural heritage and history that is here. So we have a very good appetite for the key word charm.

[SPEAKER\_03]

But what are the odds that the Hvaler panorama, the moves there that belong to the economic elite, what are the odds that it will be used by Skjernhallen as the trading center? Is it there at all?

Some of the interviews we had earlier were that we went to the center of Valer. Then you see a shoe shop that has everything about shoes, but none of you want. You have a clothing store that has clothes, but mother was 60, and daughter was 35. There were clothes that none of them wanted.

It's an important point. So there's something about being an entrepreneur and making something you like, but if no one wants it... No, it's not, you know. No, so to be relevant ...

[SPEAKER\_02]

It is important. And there is something about sticking your finger in the ground and being brutally honest about being relevant, and not just having that dreamy ideology. So we feel that we have been allowed to live so long now. Starting to grow up so well that we have gained a form of life experience. So we have a certain idea of what could be the good life, then.

But towards the good life, how many housing units do you see for yourselves to set up? Here we are very, very open in a way. And it really extends from two to a hundred.

Yeah, right? So it must in a way ... The tension is great. And I think that ... Now the seed should be allowed to develop a little. It should materialize into some idea. Perhaps a ...

A solution model and perhaps a small business plan and thinking which can have a big span in it. It won't lock on. But if it's two, it's not for more than two families. A hundred might be ... Then it becomes a ghetto.

[SPEAKER\_03]

30-40. Tell Linnéa to invite to a chat cafe like that. Chat cafe? Yes. The pulpit. Yes. Of interestees. Yes. Because there are young people and single people. Because it's a bit like that, you guys ... Those you want to meet are perhaps those who go to school now and are in their early 20s.

When they are fully educated and have to start working, where will they live? And a bit about their needs. So what is so important to you? Is it this time that I go and believe, or maybe it isn't? What is the value ...? You, damn it, in your life. Because what comes out is, after all, all those you invite. Say you get a weekend and get 20 pieces. Just sitting and throwing balls in the air. Some may be spaceships on Mars and moving there.

You go for that, but the point is that you get things that might be a percentage. Or that you take five acres of land and develop into a luxury property which finances the rest of the project. Yes, right? Good idea.

Now, in a way, you are in the creative bubble. It is a conceptually exciting thought you have there. Yes, we think it is exciting ourselves. We are following the study, because they allow us to play with everything. I have decided to start studying. I am 48 and have started studying.

So the point is ... There's something about ... You never stop developing. No, it's absolutely beautiful. But I have to say that being allowed to sit here on a green meadow ...

Whether we have, or little water in the background ... And just chat. I feel like we came out in the interview, and then we just sat and talked and got a lot of nice things. Because what is fundamental is where you are now. How to get people to move. Move to the goods and be involved in creating something. And there I think the symbiosis we talked about in town, that when you get more players plus you,

[SPEAKER\_01]

Then it is more attractive to move here, because then you have things that happen. If you move here now, you will have to go away to experience something. As long as it is winter. So maybe actually our job is a bit through the Tree People project and telling Hvalerud municipality what is needed. With different actors who have to establish themselves here. For that you, who are someone who wants to get young people here.

[SPEAKER\_02]

Should be able to offer an attractive place to live, then. Right? I think so ... Maybe there will be more of you eventually. Yes, it could be. There is something about the ring-in-the-water effect, that is. But you have both commented on it, and I think it's a very good comment about that with the overall perspective or the symbiosis way of thinking. That things are woven together and stick together, that is. And don't just look into the little booth or windows.

I guess we use that picture sometimes as ... If we're sitting here now, then... Then we could sort of sit and have the small windows and the small tunnel view and have great focus here. Or sort of deal with the panorama perspective. And it is probably perhaps to get good communities to deal with the panoramic thinking. That there are more things than just the one little dedicated theme.

[SPEAKER\_03]

Right. I came up with what I was thinking about in town. We talked about entrepreneurs when we went down here. And then you have the Ytre Hvaler vineyard, which has heavy investors in the background. So it's kind of not fresh entrepreneurs who go from zero and try to establish themselves and have nothing ... They don't need money earning in the first ten years, almost.

But you are entrepreneurs on the other side of the scale. You have bought the area here. But as new entrepreneurs, what do you need from the municipality? What do you feel that the municipality can add to you for you to succeed?

[SPEAKER\_02]

Is it like that ... Maybe two foundation stones or important things. One is to facilitate a holistic activity, like you were talking about in town. Versatile, holistic activities in outer areas.

And the second is to actually open up so that our ideas can be realized. Being responsive and being ... Because it is ... In relation to both municipal plan, zoning plan, county plan and such, this is not the mindset we have now, completely inside in relation to the current plans in the municipality.

So it is... And a municipal plan is quite a long-term way of thinking.

[SPEAKER\_03]

The mindset in their municipal plans. Be curious about the idea. But doesn't that be in the municipal plan for 2021? I mean I saw something similar in the city when I was inside and applied for it. That there were affordable housing for young people. Maybe against another concept? That they just rent out? Don't know. That's probably what ...

[SPEAKER\_02]

Yes, they have it as a description in their municipal plan. But I have not yet seen any such initiatives and projects that have come through.

Being curious and not just having it as a description of honor in your planning documents. Very well said. Many people have such staffage. But that's what you get.

[SPEAKER\_03]

You are attractive to those who are going to work. Actually, I have room to live and work in Hvaler. If I come as newly established and will start working in Hvaler, then none of the jobs at Hvaler will give me income to buy a home of six million. As long as it is not IT programmer for a big company in a completely different place.

It is not certain that it is that type of person that becomes a good living environment and a creative community. There is something about being attractive. As soon as we get families with children, they have children who generate kindergarten places, work if they work in kindergarten, school next, etc.

Yes.

[SPEAKER\_02]

It's really exciting. So in a way we represent one of the elements into an overall thinking. So we have more of a micro level, but may have a mindset that goes towards the holistic. But you too, maybe those who ... Of the 20 of us who are involved in that project here now, have talked about, so you actually have a plan for how to solve the problem.

[SPEAKER\_01]

Which is that there are too few young people who settle on Hvaler. And then ... I can't understand anything other than that the municipality has to let it come. I wonder if the municipality should listen to you a bit, then. Just call me and I'll take it. Yeah, right. But it is also perhaps what is sometimes a bit of a problem in some close communities.

[SPEAKER\_02]

Those who live there, and those who have become politicians there, are also those who have been for generations. And then it is ... We have always done this. We will continue with this. You were picked up now, sin dear. But I got a phone call here a little while ago. And then he presented himself as technical manager at Hvaler municipality.

Nice to get a phone like that, but I always wonder what's wrong with the technical manager now. But it was neat and eel-like. There were some development thoughts that it also had. But as Hans said, he had just turned 67 now. But had made an agreement to work three more years. Because Hvaler had problems recruiting young people for that type of position.

I think that is a bit symptomatic. When he told a little about the mindset, then it was a bit like as is. It wasn't very much out of that boat setting or the frames that apply every day.

### **audio-recording-2023-05-03-1606-151625.txt**

[Automatic captions by Autotekst using NB Whisper. May contain recognition errors.]

[SPEAKER\_00]

We can first just start with what is your role here in the island community? I am the mayor. Elected, then. And shall then, in a way, represent the municipality outside.

Meetings and chairmanship and politicians. Responsibility for caseloads and for it to work. You are a mayor and then you are a councilor from the administration on the other side. And then we will sort of reach the goal with important projects for social development here in Hvaler.

How do you feel social development is going on Hårdal? I feel that it is going very well. Because that ... we have such a luxury situation in relation to the fact that we are so attractive, then. So there is a lot that in a way succeeds as a result of that. So we have a very big pressure. And it's about that they ...

We have to make some choices, then. We can't say yes to everything. But when we are so attractive, and there are so many people who like our nature, and who travel here ... Then we also have a very big responsibility to take care of the natural values that make people so happy in Hvaler. And then we must not build it down or destroy it. So the balance between growth and protection ...

It is very demanding out here, and very important. And it is a very important basis for social development, I think. And that we are attractive, and we achieve a lot even if we are a small municipality. There is a lot of talk about the way we were informed about yesterday. When we had meetings with the different people, there was a lot of talk about us ...

[SPEAKER\_01]

That we will get more young people to move out here. You mention that you are attractive. How are you working to get young people to move back again? Or those who have moved out back again, and young people in. Because they are so attractive, there is an unfortunate side effect. Housing prices here are extremely high.

[SPEAKER\_00]

So it is a high threshold for young people to enter the housing market, and it is a great shame. And it is often outcompeted by somewhat well-grown people, who are supposed to live in a pensioner's life out here. I call that the elderly energy. So it's really very good, when we need more kids. And what do we do?

We have taken up something called a smart loan scheme. I have entered the budget where we lend NOK 20 million. Which we then further lend to young people, single parents of young children ... Those who have problems getting equity to get a mortgage. So they actually get equity loans through the smart loan scheme here with us.

Who have their own capital, then they get loan in the bank again. And then they enter the housing market.

It is a move we have made. But then you must first have registered your address out here. OK, so they have to live here already from before to be able to get loans to buy in Hvaler municipality? Yes, and it is, in a way, that it is a small dilemma, then. But we always want to go out and talk about this here. So now we just have to register and then move here, try to rent, or at least be here.

[SPEAKER\_01]

I can imagine some of the challenges you face then. It is the case with upper secondary schools that young people have to commute from here to out. And then maybe see an opportunity to live closer to the city. Could there be some of the challenges you face then?

[SPEAKER\_00]

No, I don't think so. I think very many small communities and villages which now the young people have to leave the municipality to go to high school. And then we have very good primary and secondary schools out here. So it is obviously a culture that we have always had. So I don't think that's the problem. And there are good schools in Fredrikstad. And there is everything from fifteen minutes to half an hour by bus. So I don't really think that's the problem.

The problem is, of course, that people move to study when they get older. And then you want to live by yourself. And then you want to live with other young people and be involved in projects and live life. And it is something that the whole of Nordic village has as a challenge, I think.

But our big problem is why they don't come back again. And then you have the housing prices. So, but ... Yes. And then we are now trying in our new municipal plan for Skjærhånden, then we are adding areas to Rekkehus.

And we put guidelines in a plan that requires the developer to build homes that can be at a slightly cheaper price, without a sea view, which perhaps not is as attractive for all these rich pensioners who come here. So we do. Betting on regulating housing for young people.

And this SmartLon offer, then. And then we have also developed fiber all over the municipality. Even out on one, sort of. In every corner there is fiber now. And that in practice means that you ...

You can actually live in Hvaler while in the future you might have an operation in China. You know the hill it is? Yes. And that ... we have spent a lot of money on that to build up, and I think that is important for the future. Because then it means that many people do not need to travel to further develop and work and do research and such.

And living out here and sitting on pieces with your feet in water while you are at work, to put it a little more pointedly, it is an attractiveness and a competitive condition which I think we must be much better at promoting and seeing those opportunities too.

[SPEAKER\_01]

Because people would like to live like that. Yes, absolutely. You talked about fiber coverage and getting it out there. It's an innovative solution, then. What are the biggest challenges you face when making innovative solutions?

[SPEAKER\_00]

Yes ... I think we do a lot of innovative solutions. I don't think that's the challenge, and that we don't do it. Because we do quite a lot. We were a pilot municipality on this with smart meters in the security gaps, right? We were the first municipality to get it, precisely because we were an island community.

It was a complete pilot, and we started this and got in touch ourselves. And then we got more people who started to keep it. And then it became something that was very successful. You can measure electricity and have full control in an island community. It was interesting because we were an island community, very separate. Did it happen before 2019?

Yes. And it was something that everyone was working to achieve. So we have, in a way, as an island community had major challenges with infrastructure. It is demanding to build water and sewage in islands with seas and all this here. So we have been forced to be very creative about the solutions of the future in relation to such things.

So I can't really see any challenge in seizing those opportunities. We have been lucky to have a number of wise people in the administration. A number of people who have dared to take the chance. And then it is like that sometimes, like those projects there, and the solar cell project at Sandbakken and such ... Now it's getting old. But sometimes it's us who have to go ahead, then, as a municipality.

And on behalf of the citizens, we simply take that chance. Because no one private does. Because this is not profitable. It is not something you can put the money into, and then money will come out in three or four years. It is very uncertain, as it is about innovation. And there is so much that hangs on it. And that is the responsibility we as the public sector take on development, simply. That they dare to take the lead. And in that, so ...

We plow to the road for all months that come afterwards. That is what we have done with fiber. We were very early on with it. We first started up a company AS, but then we took it into the municipality to get all the benefits of interdisciplinary work and digging and all in one. So it is a very good example that we have gone a little ahead and done things like that.

[SPEAKER\_01]

So I don't think I have any problems doing it. It's nice to talk about you going ahead and doing new things. Now new hotels are coming out on Skjæralen too. That's the plan. We also found out that there might also be a hotel at Sandbakken. No, Store Sand. Pardon. No, at Sand. At Skøy. No, it didn't come. No. Because we also heard that there were disagreements there with the political.

[SPEAKER\_00]

There is a developer who has been working on this for several years. And has always been with us and asked, 'We want a hotel.' But then we've always said that such an astodom doesn't fit at Hvaler. There is a dispute over what I am talking about, about developing between growth and protection.

What makes us live on is nature, the view and the experience. And by setting up such porn and such a mastodon, we cut a little across it. And we have said that all along. They've found out, but they're still just going to ... They're probably making a lot of attention with the attention they've gotten in such a project. They've got lots of free places, right. But it was a bit on the sidelines.

[SPEAKER\_01]

Yes, it is. I then have a question about ... How do you think the eye community can prepare its development ability? What do you think is the step forward for Hvaler?

[SPEAKER\_00]

I think we need to invest even more in technology and ... I am thinking skilled workplaces. We also need to build research environments. Because in the future we have to live with much more of what we can harvest in the sea. Marine business development, restructuring from plastic and oil.

To use biological material. There is a sea out there that we know very little about. And I think that is the future. Someone must have the ports and infrastructure to handle this. And not least the expertise and research environments.

So I think we need to wake up a bit and look more at how we are going to manage to approach that part there, and facilitate it. Because then we can also manage to lure more young people to live out here. If we can create such an environment with innovation and researchers who work with sea and sea.

It has arrived as if it uses seaweed instead of plastic.

Packaging for food and everything. In the end we got away from the plastic. It's the kind of thing that will come in the future. It's only getting faster and faster. And out here, then ... Using our ports, steering seat for boats and development on such an invasion ... A bit more of that than just vacation.

I think that is a good idea too. But what would it take to realize something like that? To make it a reality? Then the politicians must take unpopular measures. We have to take some control when we draw up on the municipal map and say that there must be this type of industry here. And then we cannot ... Our problem is that property prices are so high.

The attractiveness and seascape ... There is so much money in it. So the capital and gain from associating with the regulations and managing to get some privatization out into the tight zone, it is so big that it is profitable to invest in sharp-shoed lawyers to undermine what we want. In that picture, it is very important that ... I believe that in politics, which only has ...

Some kind of authority to make decisions that we anchor in the planning and construction country. There must be nourishment. Because if we don't do it ...

then the landowner will just sell it, right? Buying and selling property has become the biggest industry in Norway. It is not sustainable. We have to start thinking about what we are going to make and what we are going to live on. We can't blow up a housing bubble, sort of. We have to start using it for something that can produce something, then. When the oil runs out. So we must be ...

Local democracy is very important. And it is very difficult. Because very often the politicians who sit there, some of them are also landowners, they enter politics because they just want their own cake. That's enough of them, that is. So having ...

A bit of overall management. Therefore, I think that perhaps the county and such ... They have it today too. State administrators are quite strict about such things. It is very good. Otherwise state administrators and the county councils out here, everything would have been privatized and gone long ago. They wouldn't have had a national park. We could just forget to be able to enjoy it like we do today. So ... Yes, what was the question again?

[SPEAKER\_01]

But how can you help make this developed, then?

[SPEAKER\_00]

Yes, and that is what you would like to spend a lot of your time on, right. By building networks and seeing what happens elsewhere. And learn to be on a team with the right business people. Because there are people today who see profitability in facilitating research and development. And research and development are also business development.

So also bringing out those who have good ideas ... There are many who have good ideas coming and going here. There are 100 good ideas, then there are two of them who are really good, and who have resources. But I think that ... I think that ... you have to spend a lot of time talking to people.

And in a small island community it is very clear. Everyone knows everyone, so it is easier to avoid being trapped in who does what. And it is a bit transparent, so you can see the dangers in advance.

And then you simply have to sometimes ... You have to take some chances and bet on some investors and projects that you have faith in, then. And then it's not always like that works, but you have to do it. And I think the octagon or what is happening there ...

In that project there. It is a project that I think is very positive. Which receives massive criticism in the media, because there are also some private people who use the media as a crowbar and blackmailer, right. That's also the back of the island community, where everyone knows everyone. Where the culture is to be happy when things are bad for the neighbour.

[SPEAKER\_01]

Yes? Yes, no, that's the truth.

But we are turning that around, that is. We have started an honorary association. They begin to realize that cooperation may be trickier than rubbing hands for other people's accidents. I think a bit about it then ... How do you manage to get the whole population involved in those processes? It is first and foremost around those who live here too, as ... They certainly have their opinions about everything. How do you get everyone involved?

[SPEAKER\_00]

We have a lot of public meetings out here, and invite completely openly. And it has been very good, I think. There have been a lot of people. And people are perhaps ... Now I don't know the hill it's like in the city too, but I would think that people out here are more engaged. It's kind of closer.

So that when we start inviting to a meeting about a topic, about a plan and things like that, there is always a lot of people. When it was corona, it was at Teams. So people are very engaged. And that's very good too. Like the 80% project, where ...

We have also had a number of public meetings with a lot of input. And everyone has a thousand ideas. But there is something about everyone being heard. And then eventually it might go in the direction of something that some of them want. But I think it is important that they are heard. And then they must also be told that it will not be like that. But then they have been heard, and then they have received an answer. It is much more important than that they feel that things just happen, somehow.

[SPEAKER\_01]

And that powerlessness just takes their entire interest away. And that is also why we get so many reports in newspapers, that people are very engaged. Yes. It is a slightly different question, but how can Hvaler cooperate better with surrounding communities and the regional fleet a common goal, then?

[SPEAKER\_00]

We always have something to learn from each other. We develop differently. As small municipalities and small communities, we have many black skirts in our administration. People who are concerned with both law and upbringing. They have many different roles, but those people there ...

It gets a completely different social development and an overview than if you are very specialized. And those who want broad jobs are also very creative about thinking new things. Because they meet many more issues across the board. And are good at seeking new ideas outside the municipality and thinking creatively to solve it.

And when we then meet other municipalities ... We have had some collaborative projects before corona.

Then we also shared a number of experiences on a number of challenges that small municipalities have in relation to health and things like that. And then you get some new ideas, then. And I think that in a small municipality everything is a little more transparent and close. As well as that the good ideas are easier to realize.

Because it is a big unit that Oslo is portraying. Then you have such a long way to go before your idea reaches the one who actually has decision-making ability. While here too we can almost fall in the door here. Right?

It's a short way from to decision-maker and idea, right. And that makes some ideas actually come true. And that is what has happened with this with smart energy and all that we have been doing. That we have actually done it. We have used that technology because we have had the hats that have come down, and then we have done it. So yes.

Now I kind of forgot what you asked about, Jan.

Learning from others, yes. That was it. We are very concerned about that, then. And ... When we had corona, many of us gathered very often and saw each other on screen. So we have somehow become a little familiar across the board with other smaller municipalities. So we still have some contact, then, in relation to different ...

There are hearings, e.g. There are lots of hearings coming to us in the municipalities because the Storting is changing the legislation. Everything must go out for consultation. We cannot answer all that, but we answer some because it is important for us to speak out. After all, it is the municipalities that are responsible for everything that is to be done. Now we have a regional council down here.

With Hvaler and Råde, Fredrikstad, Sarpsborg and Handen and Marker. Both small and large municipalities that meet once a month. And there is a case list, and goes through fixed topics for outsidersness and challenges that municipalities have. And also shares consultation input, because we have the same challenges, right?

And then if there is someone who has more knowledge about one topic than others, then there is one municipality that writes a very good consultation input. So in that sense, they cooperate and share the knowledge with the neighboring municipalities.

[SPEAKER\_02]

One of the focus areas that we have out with you is this with getting more immigrants who live here all year, i.e. get up the business activity the year round. Where is the driving force there? Is there any agreement really about how it should be met, or ...?

[SPEAKER\_00]

It hasn't been until a couple of years ago, when we adopted in the municipality a strategy, tourism strategy. Then it became the tourism section, and then we also one year before there adopted business strategy.

Business strategy says that we have to eat what we have to be good at. And it is small scale. We have many one-man enterprises. Everyone starts a business at home and creates their own workplace.

I think that is our advantage. And that's how it is. It's precisely because people want to live the way they live out here. And then we have a big industry of contractors. Carpenters and the craft service. They are big. And then there is the whole of tourism. All actors there who offer services. Restaurants, trips.

[SPEAKER\_02]

Are there any concrete measures you are taking for those contractors?

[SPEAKER\_00]

We have entered into a formal collaboration with Varig næringsforening. And there we are now working on a project. It's just a working name. A kind of hub where we have to look at models like others have done too. To have a kind of starting point for collecting a number of functions

One may be able to offer accounting services or a number of bureaucratic things that are the same challenges for everyone, if we could manage to collect it. We have also planned that in such a heath one should look at the possibilities ... Arven also needs a room and a coffee machine to say hello to the fireman. Then it's okay to have one place she can go.

But I also have that ... We have a lot of cabins, so there are so many assignments. And we see all the time that there are still a lot of craft services that are bought from outside the municipality. And what we thought then is that if a carpenter has a lot of people out here, then he can say that ... Then he recommends the neighbor carpenter out here.

... so that we kind of try to channel the customers into the business world out here. In some kind of cooperation, then. It's kind of one idea. Using the room? Yes. And we are also working on this with the agreements that the municipality has. What can we achieve within the EU's procurement regulations, right? How much can we manage to ...

Sharing and doing within the law. And being able to redistribute the industry we have out here. Without us doing anything illegal there, it's double pain for both parties. So this with EU illegal ... The procurement regulations, then. It is also something we are working on, to see how we can adapt to the industry at Hvaler.

[SPEAKER\_01]

You mentioned instead that when it comes to taking substantive solutions, that there was no problem out there. But do you see that there is any problem with some in Hvaler? Is there any group that finds it difficult to adapt to new solutions?

[SPEAKER\_00]

Yes, I guess we ... I mean, as a municipality, using the opportunities we have, I think we are pretty good at it. But one challenge is digitization. But there is never a municipal problem, because there is so much system outside of us. And there are many people who make money from each municipality having its own system. But that is another matter. But it is clear that we have a very mature population.

Our demography is very fair, very different from Average Norway. We are actually already in the big challenge. And it is clear that making them to understand that when we use technology within health, it is to free up the warm hands. Not for machines to do the work.

It's kind of like that ... you manage to turn a culture of thinking around in the past. It's probably something we ... which can be difficult for that user to see then.

[SPEAKER\_02]

Can I just ... Now I'm going to ask a little roughly about you. But so, why do you want to have ... Why take the trouble to become something other than the summer municipality you are? If I can ask that question? Yes, that's a very good question. Because it's something we wonder about ourselves too. Because we think it's very nice here in the winter when it's completely quiet.

Yes, yes. But based on what I have experienced now, there is such high resistance. And then there is a distinction between those who have a cabin and those who live. But the stigma or stigma that Hvaler has and is today, it is that age group. But that age group will always come. It won't go away.

Is it really a problem that you ... Or why do you have to go through such a thick swamp to get back a development when it seems to me that it is not really desirable?

[SPEAKER\_00]

That's a good point. I'm keen to call all the old people Eldre-Energien. There is no way out of pure energy. We have fantastic volunteerism out here. There is a lot of activity in association life where all these pensioners are fit.

And they know a lot, they are wise. They almost build whole museums down on the wharves at our cultural center in the evening. Completely voluntarily. Enjoying yourself, having fun. So there is a lot of positive in what they achieve so much.

We are a little proud of that. I think it also has something to do with public health. They are fit, they need less. They are healthier for longer. And perhaps have less need to stay in hospital for a very long time. We are also very concerned with prevention, that everyone should train.

Then they don't have to go through nursing for another year. They have also started to understand that. And it is as you say ... Why should we do that? Yes, we have ... We want more ... We must have a few more young people, then. Because we actually have capacity for that in the school. We have built a completely new school. One school in all of Hvaler. It's a wonderful place to grow up as a child.

We must be allowed to contribute in Norway AES by being able to foster up new generations in such an environment out here. And if we can help ensure that one does not become a demanding user for whom we spend NOK 15 million a year, on one person, who ends up in shakes and such.

So in a way it's worth it. You never have a calculation of what we spend on children and young people today, and all the money we put in there ... There are no good models who can calculate how much we save on it going well in the future. But there are huge sums. It is what you expected. Yes, it is.

And I really think that the elderly are much more happy about it too. Because they want to see ... The voluntariness they do, they actually do it for the person who comes afterwards. So there is such a connection here. We have a strong grandmother and grandfather population.

Which are ready to help all young people who want to come here and have a good time and contribute to the municipality. But whether we need to build so many more residents, it is a bit like that ... Now we are 4007.

Maybe 5500 is appropriate, sort of. It's a balancing act, too. But it's also the case that the number of inhabitants is what gives the greatest impact on what we get in tax revenue. And it has a much greater impact than jobs. But that's actually the case. If we get people to live here and work in Fredrikstad, then it's us who get the tax money.

[SPEAKER\_02]

If they work here but don't live here, then they don't go here. But what if you ...

If one had somehow tried to offer ... You were a bit into it, then, but a bit like co-working, then. That you have a meeting place where you can somehow ... So you can live here and then you can work at Ernst & Young or PwC or somehow ... But you can also have an office to live in and meet, because it is a bit important with being able to socialize.

But development is required to make it modern and attractive. Is there such high resistance in the various associations that such things are difficult to implement?

[SPEAKER\_00]

We have premises and the opportunity to develop down on Skjærhallen. But it costs a lot of money. We cannot afford to build such a place.

... private business in that way. We would like to have it, but it's very easy to do. But in a way you would have had ... If someone wanted to get started, it. And now we have launched a kind of hub, a start-up, where the industries themselves have their needs. So we'll see how we can achieve that. And if we first manage to achieve that collaboration, then it can eventually trigger the need for everyone to invest in ...

Good office places with a sea view as a place like you are talking about.

Two kilometers from 108 and good parking and ... So there are obvious opportunities. But I understand what you mean by attractiveness. I see the hill it drives from Dikstad. Is it called Spin? Yes. It's Spin, which is just so fancy, sort of.

I understand that young people want to go there. Because there is something about localities. And it kind of means something, too. And meeting others and ... Yes. But I certainly think ... It is politically easy to do that. And we have to use that of our ability to regulate and management in relation to the plan to achieve. But I don't think we have the financial muscle to carry the alien. No. The project itself.

[SPEAKER\_02]

Now I don't know if there are any general laws, but is it to the highest degree you who control whether development is permitted, i.e. housing projects, terraced houses ... Are you the ones responsible for giving it the green light, in a way? Yes, it is.

But how is it ... What do you think about ... If you want to have an increase in the number of inhabitants, you have to facilitate it. How is that process with developers and ...? We have quite a few vacant plots here today. And homes are also built and put up for sale.

[SPEAKER\_00]

Because there is a high price class out there, so it is profitable for developers. So we constantly have building areas, which are zoning plans, which are in political approval. We have a residential area right next to the school, which is out for consultation now. There's another one over there. So we have ... And there are still some plots left in Øgården, I think.

Down towards the ridge arches there. There are still a lot of available fonts. So there are not many things about it. What will the old scoons be used for now? It is included in the plan. Where she will build terraced houses and such.

Are we now also looking at such a project to build together a developer who can have allocations of apartments to us too, possibly our need for special apartments for people who need 19 meters arranged. Yes. How do you think about the young people, then? After all, they are the ones you want to bring in here.

How do you think you will manage to give them a good enough offer? Even if the prices are so high, then. Yes, and that's what it's all about. And this with renting to own might be a model... Yes, because if you have Obos, I have some solutions for that.

[SPEAKER\_02]

If you then get it for you, it's about getting those addresses here. If you get the number of addresses, it will give you a return over time.

[SPEAKER\_00]

50,000 per year per hat. Yes. So if you get families in on some kind of solution, then it will ... Be dignified for you in the long run. Yes, of course. That's it. And that's why we also want more people to move here. Because we need to become a little more so that we can carry all those services at the other end.

But now there is also ... The system of the distribution of tax funds is very complicated in Norway. There are very many criteria. It is very difficult. It depends on age at school.

It is fragmented in such a way that it sometimes becomes very unfortunate.

Then you know that you have to have a little more transfers to it. From a central point of view, the system in Ringe is something, we will of course get increased because we have a bigger picture to carry because we have many older people. But we probably won't cover everything. And of course it is ... This with e.g. to build older homes and nursing home places, is something we are working on now to get started. There, the central authorities also have subsidy schemes through Husbanken, of course, which is quite good.

[SPEAKER\_01]

So ... yes. In relation to Hvaler as a year-round destination, do you have any thoughts about how it could be carried out? Yes.

[SPEAKER\_00]

I think we are a bit more on our way there now because social media means that more people can see the picture of what it is like here in winter. You have a winter light out here which is very special, and a silence. And then we don't have so many snowy winters anymore, so there is still an opportunity to walk on the islands. On foot, sort of. You can walk the coastal path even though it is December, and see that light and such. There are more people who discover it.

And of course the fact that if they could get a hotel in Skjærhodden ... And a conference centre, then. Use the areas there in a way so that they can achieve it. Then it will probably bring more tourism also in the winter.

And I'm very much in favor of them showing us off on the way. So everyone together, when I'm out driving and going to promote Hvaler and such ... It's a mayor's task to brag about his municipality. Then I always show, and I'm out a lot myself too, so I love to take pictures. So I have a lot of pictures. It is categorically only winter pictures.

Because in the summer ... It sells itself!

No, then we really need the almost opposite, that it is controlled. Then I also think that we can ... We are so attractive about summer, so we can well be ugly, but I say that I have thought of something, and we can say no thank you, we don't need it. Or they get motorhomes. Then we have to have the huge white pieces everywhere around the whole thing and destroy the landscape with it.

They bring food too. Don't leave a penny. We have enough people coming. We don't need it. It's a way of thinking I have a bit. That we are so exclusive in the summer that they actually say no to that. But it is very controversial, then. Motorhomes, yes ... My brother has a motorhome. Yes, it's always like that.

[SPEAKER\_02]

Yes, so one of those ... our goals, then, with that project and your involvement, is to try to find some ... Call it good interaction, then . Across these associations and their municipalities. Is there anything ... We have received different views. Everyone has very strong opinions.

But do you think there are any barriers that need to be broken down before opening up for a better sensory game than what is today?

Yes, interaction between ... The way I understand it, there are a number of groupings, then. You have East to West, you have ... You have people who are cabin owners, against those as permanent residents. There are a lot of groupings like that, and of course all of these are involved in different links in these organisations. Is there anything ... Could you work something ...

[SPEAKER\_00]

In towards that? To bring about a better interaction? Are there any measures you could envisage? Yes, we can probably do much better at that. And it is very important. But we have, for example ... We have good cooperation with the Hvaler Hytteforening. Where I have no meetings with them. Where they give input on what they think, and such. And that they are heard. So that ... Then we get some eagerness

The challenges that they are concerned with, and take care to involve them. And then the permanent residents and cottagers ... It was very sharp when we had corona. Yes, because then all the cottagers were at the same time as the permanent residents? Yes, they fled here, all the gang. And then they were told that they had to go home.

I thought that was very strange, really. Because it was like asking half of the inhabitants of Hvalerom to go out and leave. For them, then, it is ... The cabin is perhaps more important than at home. Because they have had the cabin all their lives. But people move much more often now.

Apartments and houses, sort of. You move around and establish yourself like that throughout your life. But the cabin is the same. It's the point of reference for many. So not being allowed to be at the cabin was probably a very ... Exciting thing, that is. But it may seem like the great seriousness we were in, then.

But ... It probably had something to do with their capacity. Yes, it was. And we didn't know how serious this would be. And we got involved in it. It was actually Hol municipality and we who worked towards the authorities to make it happen. We saw what happened here. But we have good cooperation with the cabin association.

And ... it's a bit like that ... It's a double-edged sword, this with permanent resident cabins. Because there are, of course, a number of permanent residents who think it's fine with cottagers too, and who make a lot of money from it. But I try to say that for every kroner we pay in property tax, we get three kroner from the cabins.

Or maybe four. So the cabins are, in a way, our powerhouse. As long as we have property tax, we get quite a lot of income from them. And it is important for them to be able to keep operations going. And it is important to have a living municipality to come to.

For them, there are also many advantages. They are fully aware of that. But after corona there has been much more focus on that. I think that both residents and cottagers see each other a little more after that now. Because I think it got very quiet.

And the shop and everything. Everything was completely quiet. I think that the permanent residents also woke up a little and realized what that actually means. So if it hadn't been for them, maybe we wouldn't have had a road water to claw up, sort of. But Østfest, it too... Now we have built one large school.

All the kids go to the same school no matter where you live in Hvaler. In the long term, it will be an east-west thing to provide a bit. Move a little when they go up. Get to know each other and travel

around across crises. I have a twelve-year-old, and she ... For them, it's like east. It's completely Greek. That's where the older ones are again, then. Yes, it is.

She who is my secretary, lives here all her life.

Yes. Yes.

There's a lot going on, so I think we can manage to get away from them a bit. And I think maybe we also wanted to learn from other island communities which have good cooperation in business, in a way. There may be some good examples to have someone to see. And they have actually done it, and it has worked there.

[SPEAKER\_01]

... a workshop.

Learning about solutions. So it's actually ...

[SPEAKER\_02]

We'll kind of try to ... Manage that process. Help you find solutions. So we'll braid you together. Where we see there is agreement, then, but perhaps you haven't talked well enough together, we'll kind of tip you that you should talk or do something about this here, then. So it would be much easier to get it through. So that you get something fixed. Or something concrete.

[SPEAKER\_00]

It is very positive. It happens that I say that. Because that's how it is that the players here at Hvaler ... If they can cooperate, then they'd better be mad at us. Can you be ...? Yes, yes, but that's fine. Because we are both an authority practitioner and a service designer and service provider.

And democratic arena. We have so many roles. As a municipality, you are in such a setting. So we are here to get a laugh. At least it's my role. It's a sign of a commitment. You have to rise above your insufficient mouth. As long as they find together out there, and that it succeeds, somehow, then we can stand with a bit of that black pellet up. It will only be our role.[SPEAKER\_03]

We round off there.

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[Automatic captions by Autotekst using NB Whisper. May contain recognition errors.]

[SPEAKER\_01]

Then we are ready. You have questions? Yes, I have. Shall we see ... I can start by reading this intro we got, which you also got by email.

Shall we see ...

This is important to us in the project 'The development ability of island communities', which explores conflicting issues than 'wicked problems', which avoids simple and easily definable solutions and answers. The questions can give us valuable information about the current state and challenges of the island community, as well as identify possible interventions to improve development ability.

[SPEAKER\_03]

Are you ready for questions? Yes. What is your role in the island community? My role in the island community is ... I have several roles. I am employed in the municipality. In the administration, or the staff, as we call it. There I have a ... My original position is specialist in innovation and service design.

And then I now have a acting head of staff. Because my manager has had a long period of sickness absence. Then I work a lot with development . I am connected to Sørgestorget. Citizenship communication. Interested in society, social development, social plan.

Which says something about the guidelines for where we are going, Kjæralen plan, how we can prepare ourselves to create a good, coherent island community with as few barriers as possible for interaction. Either in relation to ...

Industry in clusters or industry wise. Part of the reason why I am so concerned about it is that I have another role in what I call the merchant's daughter from Negghorn. Has grown up in a general store. Has been involved in building up the operation of Café Oline.

Which started in 1992. And is probably passionately concerned with more than just serving food. But the total experience the island community and, for me, I would say, Søndre Sanner can give. Which I have been concerned with to ...

Promote hiking trails, market island jumping, cooperate with the other islands and the industries there, so that we can together provide a holistic offer. What is it more people think is nice to see and experience when they are here? Promote the tent site, which is on the other side of the island. Mark hiking trails.

So every year I make a brochure called Søndre ... Søndre Sandøy brochure, as we call it.

Where I also bring in concerts and activities on the island. We have a big concert menu and are concerned with a breadth, so that everything can be interesting and attractive.

Pensioners for children and young people. And wide range of taste and pleasure. So it's everything from opera in the pub, I was about to say, classical, to rock'n'roll. How would you describe the island community and its current state?

That is a very big question. Now we talked a bit about it yesterday at Kålmagasinet, at the visitor centre. And we agree that we are now in a new, positive wave, or trend ... There are signals that

...

People see the value of incorporating new actors, the value of cooperating. Maybe dare to think a little differently and a little bigger.

When I say a little bigger and use words like more, I also say that maybe there hasn't been that much of it before. I also see that the municipality today takes a clearer role, because it has been called for for a long time.

Previously, the municipality said that we only focus on upbringing and health. We must have schools, and we must have good health services. That is our mandate. As the main focus. In

addition to construction matters and that type of thing. So the municipality is more involved in daily life than before?

More concerned that we have to create jobs. More concerned with business. More aware that we are actually an attractive destination. That by being an attractive destination, we will also attract potential residents. Like families with children or others who want to live here. Because it is often the case that when you come somewhere ...

Having a very good experience with it is, after all, the first seed to perhaps choose to move here. Absolutely. But we have a long way to go when it comes to cooperation, when it comes to interaction. Building each other up and rather thinking about more differentiation. And how can I fit into a whole.

We have a lot to go on when it comes to bragging about each other. We have a lot to go on thinking about strategic social development. Where do we want to be in 2030? How do we integrate the climate problem?

[SPEAKER\_01]

Do you feel that Hvaler municipality has good cooperation with the mainland and the various islands, that they work together as a whole? Or are it in a way the different islands that work for themselves, and then Hvaler is the mainland for itself?

[SPEAKER\_03]

It depends on what you call Hvaler mainland. Hvaler municipality is just Øyer. And then we have the eastern islands that we are now on, which are without a road connection. So what rings in the folk soul a little in Hvaler municipality, it is east-west. Before, we had another ferry that went where the tunnel is now.

And then there was a clear distinction between - were you from Vestre Hvaler or from Østre Hvaler? On one side of the tunnel or the ferry call. Then there was a separate school on Vesterøy. It was closed a couple of years ago. And own school on Kirkøy. And ... then there was a boom.

A toll road that also upset those who lived on Vesterøy. That they should join in splicing that tunnel. Which reinforced that separation. And then it is like that every small island community and island has its herd. Has its town. And as Paul Henriksen talked about yesterday, there are various village centres.

Which you can read more about in Samfunnsplan. Which is a bit of a cluster, then, of closer ...

And what you have here now is defined as village center. And the village centers often have their culture, their way of doing things, their ... Yes. And then it's often like that ... On Asthma they do it like that. And here we also do it like that. So I think that the islands reinforce ...

The boundaries, then. Therefore, building a bridge will also be a metaphor in a physical sense. Because it is, and that is what we are trying to work on now, linked to destination development. To build those bridges between industries across islands. So when we now talk about farming and short-distance food ...

So it's like that, ok, if there's rhubarb and vineyards here, and there's apple production on Asmaløy and druums somewhere else, can we then do as they do in Hordaland and have pages mug? Or tie this together as a comprehensive package?

No, not.

Actually, you could also go to other islands to start the sea route together. You could ferry from the city to a greater extent than you did in Halden before. And now there are also ferries to Strømstad, so there can be even greater activity here also towards records that also have a visitor centre and national park activity.

What are the biggest challenges island society faces when it comes to innovative development and sustainable growth? There are strategic priorities, also towards the spatial plan. We have very few properties that can be used for business.

And then we have a very old population, so we need to attract competent, young, creative, thorough business. And we need to think about more interaction. We notice that. When I work in the municipality, we have very few employees.

So I have to think about what you are good at, what you are good at. How can we lift together? And if we can also now lift ourselves as a society into larger networks ... We are already working a lot with Fredrikstad and Sarpsborg. Such as in alcohol and party rules. Is it Nedre Glomma e.g. who collaborates.

For common regulations and common safeguarding of the actors, and to build up a good collaboration. And then I think clusters. That one thinks ... Yes, how can you build up Skjærallen, for example? Can you create jobs?

In a common area. Gather people somewhere to build up something social. So that you belong to something. Because there are an extremely large number of small and individual businesses on goods. How can we perhaps complement each other and build something together? And that you are united about strategic goals.

Yes. This also applies to hotels. If you think in relation to destination development, I think it is important to have slightly larger engines. It can also apply e.g. within the construction industry.

We have many small individual companies that find it challenging with

A large and heavy bureaucracy and documentation. So if they can interact there about ...

Mercantile or application processes or professionalizing oneself in individual areas. Then I think cooperation is important. But it can also be to link against Smart Innovation. Or something called Smart municipalities. That you, together with others who are in roughly the same issues, think together. In a way, to work together to a common goal.

Is that ... Yes. Find standardized solutions that can work for more people, so that you can reduce costs and ... And then it is to build up under what is special with children, then. But to agree on it first. What initiatives has the island community taken previously to address these challenges?

I talk a lot about destination development and am concerned about it. And it has previously been tried in 2013. But then it was not mature for it. The actors were too introverted. And afraid of ... They were not mature for cooperation, quite simply. And perhaps did not see the benefits of it completely.

[SPEAKER\_00]

Has any initiative come from the population? Those who live in Vali, sort of. Have they taken any initiative to solve any problems, sort of?

[SPEAKER\_03]

The Sanitary Association, for example, have been fantastic players against covid when it was a major challenge. The Red Cross has contributed a lot. Within the municipality, we work a lot with welfare technology. We try to think what future residents need.

[SPEAKER\_01]

How can they be more self-reliant? How does the island community cooperate to promote innovative development and sustainable growth? No. Yes. That was right.

[SPEAKER\_03]

We have Visi Trøndigstad Hvaler, which is a collaboration partner. But now they ask how they cooperate in society. There is still an answer to the question. Visi Trøndigstad is, then, a ... It is ... I can't call it an external actor either, because they are in a way ... They are paid to promote us.

And then we have our industry association, which works to link different industries together, promote the industries. And it is also an arena for the actors themselves become more closely linked to each other and see cooperation potential. Yes. And then, as mentioned, Smart Innovation, we have been ...

Members of that network in the past. Now I'm talking about the municipality. We have chosen to end that collaboration. But it can be that type of actor. Where she comes in and sees ... Okay, we do this in other municipalities. Then you get to look at common challenges in a structured ... Interaction with perhaps professional facilitators who can contribute, then.

He is the project manager. Yes. Trøgstad municipality has we worked closely with. Already. So the entire IT department is in Fredrikstad. Together with finance and ... almost all service areas have some straw into Fredrikstad.

[SPEAKER\_00]

How would it have been to collaborate with something completely different from Fredrikstad? E.g. Koster is also an island that is struggling with evictions and season-based visitors. How would such a collaboration have worked, do you think? If you could look at each other and learned, sort of.

[SPEAKER\_03]

There are several different arenas. I know that the former councilor has been interviewed by Swedish TV for answering how it is ... How it works with us when it comes to compulsory residence. And that ...

It is the same problem in Koster. And then I think the challenge that is here with us now, and which will be even stronger if it becomes a free ferry, is car traffic. How have they solved it at Koster? Is there anything we can ...

We have visitor centers and the National Park in two places. There it is also on the Tjøme side. So we played with the idea that we should have a separate ferry that went in a triangle. With glass in the bottom, and you could explore the sea and ...

And eat food made of seaweed and kelp and ... But to utilize that sea area, then, because we have a common national park between us. Both Sweden and Norway are on two sides of the Oslofjord. And then we are closely linked to Strømstad.

Which is also an active cooperation partner. And we already have a lot of Norwegians going to Strømstad by ferry. And we see that more and more Swedes are coming here. But we were better at ...

To have something to offer. We have to ... Yes, why do they have to come here? Yes, we have a small pole. But ... What about it, right? Can we make visible and show off and make ourselves attractive? So that there can be free flow that way. We also have great potential with boaters.

There are more and more who use ...

Their boat all year. Down in the pier here there are slightly larger boats that use it as a cabin, and go out for walks, sledging, all year round. And there is a large harbor in Skjærhallen which is completely empty all year round. Also during the pandemic, there were several people who put their boat there, because they did not have the opportunity to go to Sweden with their boat. So ... yes.

How do you think the island community can improve its development ability? How do you think the island community can improve its cooperation? That is competence in innovation work, social entrepreneurship, citizen involvement.

There are lots of good forces. We also talk about the elderly energy. Although there are many older people, there are many fit, older people who can contribute to society in various ways. To dare to think a little big. Connecting with colleges, research environments ...

And not least, the municipality itself must define strategic development areas. We will focus on this. And have some headlines like that. We will become good at green mobility, for example.

We will become good at fronting calm ...

Peace of mind. We must be good at cooperation. We must have some such strategic headings. How can you and your organization contribute to improving the island community's development ability?

Yes, now I skipped from one role to another. But if I sit here, then Oline must start entering the business network. Be in interaction arenas. Lie in your shoes digitally.

We have an employee here who is very keen on apps, digital advantages. And one thing is ease of use, another thing is that you actually save money on it. And by putting a little forward in shoes, we can also be a role model for other actors who may not have those resources and a source of inspiration.

And thinking ... What do I actually have around me that can lift more than the one product I have? If you know what I mean? How can we connect in the international park when we are a national park municipality?

To see those advantages and use them for who they are worth. Also link to something that is a vine player here. How can we think cooperation, how can we lift each other up in community without thinking no, my money and your money.

That it should be win-win. Is there any gap here that means that here is actually something ... Maybe a new need arises that will enable us to build on the service portfolio ours? Yes. How can I cooperate to an even greater extent with the other surgeons?

[SPEAKER\_01]

How can the island community cooperate better with surrounding communities and regions to achieve common goals? That is a bit what I want to talk about, e.g. brooms. Fredrikstad's archipelago.

[SPEAKER\_03]

There is already a lot of cooperation there. But also, going back to these headings, then ... I talked a bit with the place and we've been messing around a bit. He is concerned with everything he said about Glomma and Hvaler being the end of Glomma. Glomma's end intestine.

How we can focus on the sea and the blue. And what if we create a ... All the Arendal festivals, then. Arendal Hvaleruka or Blå uke.

We can have events at Skjæralen or other central places where there is climate and sea as common denominators, and be a hub for many different actors with the same interests. Lower Glomma, for example, or the Oslofjord, what is it region? Visit Fredrikstad goods are also linked to the Visit Oslofjord. So that we market ourselves locally and so nationally, and so internationally. In various networks that are supposed to be professional.

Then there is this with Strømstad posts, which we talked about earlier. Up towards Halden. Both the sea route ... Preferably. But also think public transport. Now we are setting up for a future ferry, which will be an electric ferry. And the timetable has focus ... Or those who work with the timetable, then.

Strive to get it coordinated by bus. And that means we can ... That I can get on the ferry here, spend ten minutes across the fjord, get on the bus and be in Oslo just under two hours. That means I can work in Oslo two or three days a week if I want to. Without somehow wearing myself out for that reason.

Maintaining a network or a link to society at large.

We also have lots of cottagers here who are resourceful. Who are often managers of companies, departments, large groups. Where there is also potential to link to various environments. Now we had a course and conference group of strategic management at the college here at Samling.

It can help build closer cooperation in the long term. Even if it is not conscious. Then there is also the so right private the right people, who suddenly something happens.

Because they also pass by here, right? It should be a bit in the pier down here some steps. And the Cathedral of the Sea, we have said no to that. Or the Cathedral of Hope, what is it called?

But there are also potential collaborative projects. And in the context of municipalities, we work closely with other municipalities towards health and welfare as welfare technology. There is cooperation in relation to PPT and school, that type of thing. So that there will be local professional environments.

The municipalities have also talked about having a telephony system that almost all small municipalities have, including Fredrikstad municipality. We can take over the service square to Marker municipality if we don't have people. Marker can take over our telephony service with just keystrokes. Because we only have a year and a half. So if there is disease there ...

So there are some possibilities in collaboration digitally.

[SPEAKER\_00]

If you could be the leader of such a full conversion of Hvaler, with a view to getting more residents here, victims and visitors,

[SPEAKER\_03]

And that's what I'm working on now. Hiring a communications and digitization adviser. The application deadline expires on 8 May. Because what I long for, it is someone who can convey the good stories.

Systematically collaborate with Visit Fredrikstad. Closer. Highlight the profiling of ourselves as Nasjonalpark municipality. So that we can jointly create a more professional profile and holistic profile. Point into families with children.

That's the one. And then we need ... Now we are starting the corporate network. But to be ... Make it holier to see the possibility, don't let it run away in the sand. And from the Destination Council's perspective, by facilitating good processes, be in citizen dialogue, be facilitators of good co-creation processes. What do people need out there? A much closer dialogue with the citizens.

Maybe have even more arenas we've talked about. What can we use Floren school for? Which is empty. What can we use Åttekanten for? Now a pretty cool project is underway on Vesterøya. So I hope you can talk to him too. And use the old school premises there for such a research hub. And we have talked about Fjorden school. Because it is something else, but could we have it ...

Clothing exchange market, someone who sat and sewed a little. Could we have moved the exchange shop there? Could we have social entrepreneurship connected in some form, so that it could have been in that little cafe there in some way, or something like that... Yes.

Because I think that if we can create some glue between people ... Without necessarily having to be a school there, but that you can still have meeting places that create that belonging, then it will reduce alienation and it will increase the feeling of happiness. Yes. So you might create something that is very similar ...

[SPEAKER\_00]

The shop your parents had. A common meeting place for anyone. Where you don't feel a need to buy something to be able to sit there. That there are natural meeting places without anything commercial.

[SPEAKER\_03]

Everyone has to make money, but it's probably not what makes you miss your sister.

Another cool concept I heard about, it was for ... In Hvaler there are a lot of old people with a lot of big gardens. So let's say you have a huge, old apple orchard. Then I can ...

Harvest your apples ... I might be allowed to make a vegetable garden. And even if I have a cabin or apartment here, I can be allowed to use your land. And then old Mrs Nilsen can come out and chat with me. And follow my vegetables. So that it also becomes a natural meeting point that can reduce alienation, then.

[SPEAKER\_01]

So the main focus is in a way social development instead of this with economic growth. In the main point. That it should go more hand in hand instead of the financial going completely into the first free, in a way. I think that the people who move out here, move out because they want something a little different.

[SPEAKER\_03]

They don't move here primarily to make money, I would think. I would think they are moving here to have the good life of some kind, with the qualities the island communities have. And if you read a little about the blue zone in the world, it is also about island communities.

So if you ... And it's Japan, it's Greek islands... But they've been researching where old people get. Where are people getting old? Yes, it is in small island communities. And then they have a belonging. You feel that you have something to stand up for.

I'm not too concerned about whether I'm retired or not, because I have something to puzzle with. I have some people to do something with. It is important that I am here. And everyone fulfills an important role. And then you will like to a little ...

A small patch of soil where you can grow your own vegetables. If you have a place where you can brag a little about your catch and tell how big the breads you got, then it doesn't increase ...

The shop here has been an arena for it, and the cafe is also an arena for it.

And it is also important for me here that you can be allowed to sit down. And if you come here alone or not, it is very short distance to the neighbor's table or to sit down with someone.

Because almost everyone knows everyone. And if not, the conversation goes straight anyway.

[SPEAKER\_00]

Considering that this particular island is very socially small. Compared to the Sea Age, where there is more distance between people. But also distance between ... So how easy it is to get around. Walking distances to shops, etc. How would you do ...

[SPEAKER\_03]

In general, it's like less. Public transport is absolutely miserable. If you think it's a main entry artery, the bus runs very often. It is every hour. But if you are going out for a detour, it is perhaps once a day. So to ...

The flex bus is an alternative, but having some kind of green mobility is perhaps the word here too. Like cycling, maybe? Bicycles, small electric cars ...

What is important? Is it the social aspects of a village place? Or is it the movement to the main information area, where the shops may be located? Yes, what is really important?

[SPEAKER\_00]

At the meeting yesterday, we talked a bit about the main focus of the new residents being families with small children. And there it is important to have a short journey to school and kindergarten, or walking distance to the shop. Public transport right outside the door. What could Hvaler do to become a bit more like Oslo, for example?

[SPEAKER\_03]

Get a tick! What does Oslo do, then? Call? No, I think maybe that we could have been better at driving together. Sharing cars. Commuter parking.

Maybe also more use of the sea route. I see in Fredrikstad how people think it's so nice to get on the ferry and drive to Gressvikfjorden instead of using the sea route to a greater extent.

There is a lot of potential for this.

It's a bit like a shuffle bus, I'd say. Having little tuk-tuks that can drive around a bit. It might be a variant of the Flex bus, where you order. It's this here with freedom versus ... If I were to take a trip to the city, then ...

Ideally, I'd just post SD. "Now I'm driving to town in 20 minutes. Is there anyone going to continue? Or now I'm going to Skjærhallen. If you're there, like, I'll drive by. But maybe that makes me lose my freedom to drive home when I want, or become dependent on another person. So it's these values, then. Then we have to agree to have that headline.

I think about the environment. We drive together. Together in Valer municipality. That we make about such cultural builders, then. That's how we do it here. Yes. But those are good questions. Yes. And that is one of the biggest challenges we have here, in relation to cars.

And traffic, because everyone wants to drive their own car. And want their own parking lot, and want their own boat lot. And preferably so should all three or four in the family each have their own parking lot. Where should all the cars be? And do we want so many cars? Can we find alternatives?

Because what we promote, then ... If it is nature, peace of mind, protection ... And then we say ... Yes, but you can really only come forward by car here. Are there two values that ... That there is a conflict of values, quite simply. That we say one thing, and then we don't facilitate what we say we should be.

[SPEAKER\_00]

Yes, because when you come to Skjæralden, but especially here, you get that feeling of security, and it is open, and you notice that the air is like different than e.g. in Oslo. But still, so ... Not exactly here, but in Skjæralden there are lots of cars and ... A bit of pollution anyway, maybe.

[SPEAKER\_03]

That is what we are afraid of now, then. Also with a free ferry. That it will increase. From 16 August it has been announced that there will be a free ferry. And that means that many people then choose to cut out the parking spaces at Skjærålv. If I'm talking now for Søndre Sandøy and herefore. Then they take the whole car over. And then they charge their car here. And drive towards the open car every day. It means that it will ...

When you land here, you will be met by an exhaust cloud. When you land at Skjernhavn, you will be met by an exhaust cloud. Then there are 20 cars queuing at Tomgall. So it's a crash with what we want people to sense and feel and experience.

[SPEAKER\_01]

I don't have much more. Neither do I. Do you have something you would like to add that you feel you haven't told about? No. Can't think of anything.

[SPEAKER\_00]

We thank you for the interview and appreciate that you wanted to participate in the research project. And thank you for a lot of good answers, which we really need. And that you can share all your knowledge and your thoughts. We really appreciate that. It's nice to say. Shall we finish them here, then?

**Audio-recording-2023-05-03-1630-155559\_(1).txt**

[Automatic captions by Autotekst using NB Whisper. May contain recognition errors.]

[SPEAKER\_02]

I can start by reading what is written as the intro here, then. The project is based on a semi-structured interview and a conversation between the researcher and a respondent. It is the time in the conversation that is controlled by the researcher. This method makes it possible for the respondents to elaborate on their views and provide additional information.

This is important to us in the project. The development capability of island communities that explore contradictory issues, which evade simple and easily definable solutions and answers.

The questions can give us valuable information about the island community's current state and challenges, as well as identify possible interventions ...

To improve development ability. Are you ready for questions? Then there are eight questions that we will ask. What is your role in the island community? I am employed in the municipality as business manager. And responsible for working on business development issues on behalf of the municipality. What is your main role based on then?

[SPEAKER\_01]

It is based on making the best possible arrangements so that our companies can grow and get bigger. And that we can attract new companies. But my work area spans beyond that. So I often say that I work with social development. Because that ...

Attractiveness for business is also about us being able to attract new residents. And that we can develop tourism there within a year, etc. So you work very broadly, then. How would you describe the island community and its current state? I would say that Hvaler is in a very exciting era, because that ...

We see that the basis for year-round open businesses for those dependent on visitors, is getting stronger. We see that capital is coming in from the outside who want to invest in Lover. Two hotels, e.g. who want to establish themselves. Many other examples.

And that's an upside, then. The challenge is that we need more younger family residents.

And we want more entrepreneurs. We want more people who want to start for themselves. With business at Hvaler, then. Especially within tourism. There is potential there. Do you feel Hvaler is at a bad point, as it looks now, somehow? No, on the contrary, everything points in the direction of Hvaler having great opportunities ahead of it.

It depends on the things that have happened in society in recent years, i.a. with covid, uncertainty around travel destinations abroad. That part of it. And then there is the trend that has been for a few years now, with what goes to nature and nature experiences.

And that it becomes more and more attractive to be in nature, experience nature. It certainly applies to you yourself too. That there have been many young people who thrive as a result of the elderly and the flu, but it has come very strongly in recent years. And we have a lot to offer there. And especially if we can add commercial experiences into it, then.

What are the biggest challenges island communities face when it comes to innovative development and sustainable growth? Yes, I can say that. I think the biggest challenges will be that the policy dares to be clear about its priorities.

Because politics often wants to satisfy all its needs. But if we want a good and sustainable development in Hvaler, aimed at both the industry and more residents, then you have to prioritize facilitating growth in the industry, and new industries for us. And you have to prioritize getting through construction projects with homes, detached houses and terraced houses. In the municipality's spatial planning work, perhaps especially. Takes it into account. So if the politicians say that they want more small-scale businesses, then you might have to look at whether there are areas where you should be allowed to convert your property into a combination between living there and running a business, e.g.

I don't know much about that. I haven't been in the job for so many years. I've been there for six years now, but it was a business adviser before me.

It was probably hoped that growth could be brought out on the business side, with the national park e.g. But there are many who say that he was unable to exploit it. So I don't really know which steps have been taken. The biggest steps in terms of infrastructure are the tunnel that came. It's been a lot of years since.

How does the island community cooperate to promote innovative development and sustainable growth? I would say that the destination council is part of such an organization. Where we create an association of both the private and the public to work together. And try to coordinate measures if you know what.

And then we have very good cooperation with the business association, where we have regular meetings. And where we have also become better at providing both the municipality and the association's life to extract public grants to work with innovation and development.

[SPEAKER\_03]

It's probably still a good way to go to create more innovative environments. How is it if the public wants to get more involved, i.e. those who live here? How is it received by the leaders? No, we ...

[SPEAKER\_01]

We really want to improve on citizen dialogue and participation and co-creation. But the attitude is probably that it is very positive if the citizens want to participate in a development or have their own ideas. But I don't want to say that we have a very good arena and a power to deal with it and work together on it. Most of it today is against business associations.

And in the Cultural Warmth Association you have regular, good contact, but to a lesser extent perhaps organized towards the citizens. I actually think so. Yes.

I think that the municipality as an organisation makes it even better to be outside and work together with the society around them, as we have started in northern areas. So that with cooperation and not least trying to make ...

Good coordination between residents and the municipality. I think the municipality can work on that a lot. We have had some events where we have seen that it is greatly appreciated. Where the residents are invited in for dialogue.

We had a big meeting out on Søndre Sandøy half a year ago, where we talked about the new ferry that is being put into operation, and ferry times. Then there is great commitment and great attendance and several arenas like that to talk together and plan together. I think that will be important for the municipality, and perhaps especially for small municipalities like us. You have to work differently than you have done.

[SPEAKER\_02]

How can you and your organization contribute to improving the island community's development together?

[SPEAKER\_01]

In my role, it is particularly to promote issues for politics. And contribute to issues being promoted to politics that contribute to it. E.g. as I mentioned, with the spatial plan and that type of work. And as we have done with the work with Valer all year round. It was a lot of work before it came to political consideration.

But it was adopted, and then you had a tool and a platform that was better than before. So it is the policy that decides in a municipality. So if you as a professional should try to get some changes made, then it is through getting good political issues brought forward. And then have a good dialogue with the policy and get a decision to go in a certain direction, then.

[SPEAKER\_02]

How can the island community cooperate better with surrounding communities and regions in order to achieve common goals? To say the least. After all, we are part of what is called ...

[SPEAKER\_01]

Søndre likes an inter-municipal political council. It is such a cooperation constellation politically between Baler and Sarpsborg and Fredrikstad and Halden and Aremark. But there is quite a big difference, apart from us. Aremark is tiny, but they are as small as us. So the municipality could certainly have something left to cooperate with others.

Island communities who have the same challenges. Learning from each other. We have also had a project through EU funds where we collaborate with Orust in Sweden. The challenge to the municipalities is often that young people like us have little free capacity to work purposefully with things. So if we work in such projects, it is usually together with the work you already have. Can't you work focused enough and well enough with it, then? So it should have been a group of people who focused on one goal, sort of, instead of everyone having the same job, sort of. Yes. That you can work dedicatedly with those ... That you put people on tasks on that type of collaborative project. But ...

Absolutely. I'm sure there will be a lot to gain from working that way. What will it take to create such a group? I think there will be something to say. The management in the municipality must say that we want to prioritize this. Because it is possible, and there are project funds out there which mean that you can hire people for a couple of years, project hire etc. , so that you have such a dedicated resource.

Then you have to decide that there is a good opportunity to strengthen development work. We have done it in collaboration with SP, and then we see that there is a value in it. That is why we

also opened up now, so that everyone could once use Hvaler as one of the research arenas. And I think the municipality should be more active in seeing those types of opportunities.

[SPEAKER\_03]

How can Fredrikstad municipality help Hvaler, somehow? If you had entered into a collaboration, as you already do with Sarpsborg and Fredrikstad and such, in what way can it help Hvaler? The municipality has a collaboration with Fredrikstad municipality, then.

[SPEAKER\_01]

Subject areas such as IT and such things. If you think beyond that, then the municipalities can e.g. jointly communicate their strategic forces. If Fredrikstad wants to cut down more residents, then you can ...

I don't have any more questions.

[SPEAKER\_03]

Yes, that is, Hvaler is big for those who don't live here. But somehow in relation to Oslo and big cities, it's like Oslo much smaller. With regard to walking distances to shops, public transport, etc. How does Hvaler work to make Hvaler smaller? We actually work ...

[SPEAKER\_01]

Not good enough with that, I feel. If we ... We want to ... and I feel that there we are talking to ... It is the county that is responsible for public transport, for example. If that's what you're thinking about, among other things. And there, as I said, I'm very proud of our bus route that runs every hour to Oslo and we stand at Fredrikstad. It's absolutely fantastic, but it goes past. It only goes back and forth by mainland, so others can't use it. We have to work better to strengthen public transport and the bus service around the islands.

[SPEAKER\_03]

And then you could also contribute to innovation processes. That it could come up as an intelligence opportunity for someone to transport visitors. With regard to families with small children as a target group, it is important to have small distances. Because that is what is important for many families. To have a short distance to kindergarten and school. But how can it be a ...

[SPEAKER\_01]

How are families with young children a challenge for you? I don't know if they represent that much of a challenge. At least in my head, then, it's the most possibilities I see in relation to that, then. We have, as I said, as it is today, then, we have built a new and large school. There are now vacant plots around the school, but we see, as you say, that families with children are moving nearby to school and public transport hubs. Then there is something missing. Partly it is the convenience store on the corner. If it is possible to run a convenience store like that. Then there is perhaps something about you having to take a bus. Either get on the next bus, quite easily, or home. Or out here to shop in the municipal

center, what you don't have. We have two. We have Skjæralden, and then we have Ødegårdkilen on Vestrøy.

You drive through it on the way to the city. There are several shops there. There are two centers like that, where there are big grocery stores. But there is something to think about, how to get around if you don't absolutely live in Rød, e.g.

[SPEAKER\_03]

Also in view of new immigrants who want to be included in the business world ... But also in view of the fact that it is not allowed to build new cabins. But what happens if a new mover wants to build, say, a shop? Is it a possibility, or is it completely stopped, somehow? No, it is a possibility, but that is why we have to look at it now through ...

[SPEAKER\_01]

What is called the municipality's area plan. Where you have maps of the entire municipality, and then you decide what to build where. There are areas that the municipality must say to itself that there we must be able to say that now it can be industry, or the combination housing and industry, e.g. We will start that work in the autumn, to look at that area plan. And then roll it as it is called. Look over it again.

So it's super important, and then there can be opportunities like that which you didn't see before, that you should say yes to. What would you say is their most important strategy right now? It is to use the resource base we have in relation to our nature.

And our identity. As a basis for marketing ourselves out of it. Both against new residents and against visitors. How will you work going forward? I especially want to work further through the work that we are doing in the Estimation Council now.

And otherwise the influence I have on how the municipality should communicate its targeted work. As I said, we have no strategy as of today to get more younger families with children. We should have that. What measures, how do we work holistically for it? It's more of a wish? It's more of a wish. It is not inserted into a proper system.

We have the knowledge to do so. But the challenge picture for many small municipalities, including Hvaler, is that we have limited capacity in relation to competence and ability to implement. Many professionals have several areas of responsibility, e.g. You cannot have one who is a specialist in communication and one in IT. You have to merge things.

[SPEAKER\_03]

And that makes it not so easy for us always to pull ourselves around and produce. If you were the leader of the entire restructuring phase for Hvaler now, What measures would you take to attract more residents and visitors?

[SPEAKER\_01]

As a resident, I would work purposefully towards the aforementioned spatial plan. And purposefully in relation to which surfaces or channels the municipality should market itself as a moving municipality. And towards which target groups and with what messages, of course. As for the visitor industry, it is about ...

It is like building up the industry we have. We need more players for it to become a critical mass. And then it is really working through those and with the expertise that Fredrikstad and Hvaler have, if we call it day visitors, to get more of that type out to us. Except in the summer. And then of course you have how we can get more out of our cottagers. How can we get them to shop more at Våler when they are here? How can we get them to stay here longer, etc.? Yes, one last question. In terms of tourism, and especially the new hotels you are planning and such, how do you market it to the public?

We do not market it to the public because it is not our role as a municipality. At least not yet, because both of these two projects are in the planning base. Then the building applicant has not come that far. But we use it in our communication to tell about what is happening in Hvaler. As the presentation I gave earlier today, we tell about hotel establishments.

And then there are other lifestyle entrepreneurs and others who show an interest in whales. So it's a kind of shift, then. Yes. Then I don't have anything more, at least. Do you have something you would like to add? No. It will be exciting. You will remember good work. Now it is probably the first phase you have here with analysis and some points of view and such, and then you will probably work on. Yes. We have tomorrow.

[SPEAKER\_03]

Thank you so much for taking the time to join. And thank you for all the information we got. It helps us a lot further. Just nice. Good luck. Thank you very much. Do you have many interviews tomorrow?

#### **Audio-recording-2023-05-06-1015-153872.txt**

[SPEAKER\_01]

What are the biggest challenges you see for the development of the Hvaler community?

[SPEAKER\_02]

I think the biggest problem is that we don't have enough young people staying here. Many grow up on Hvaler but move to Fredrikstad or Oslo for work and education. It's difficult to create sustainable development when the age distribution is so heavily skewed toward older residents.

[SPEAKER\_01]

What could be done to keep young people in Hvaler?

[SPEAKER\_02]

It's mainly about jobs and housing. The housing market is expensive, and there are few options for young people who want to settle here. We also need more job opportunities locally so that people don't have to commute so much.

[SPEAKER\_01]

How can the community collaborate better to solve these challenges?

[SPEAKER\_02]

We need more cooperation between the municipality, local businesses, and residents. For example, we could develop more trainee programs in collaboration with local companies so that young people have a reason to stay.

[SPEAKER\_01]

What role does tourism play in this?

[SPEAKER\_02]

Tourism is important for the economy, but it also creates challenges. Many properties are bought by people who only stay here during the summer, which drives up housing prices and makes it harder for permanent residents to find affordable homes. We need to find a balance between supporting the tourism industry and ensuring that Hvaler remains a place where people can live year-round.

[SPEAKER\_01]

What do you see as the biggest opportunities for Hvaler in the future?

[SPEAKER\_02]

If we can develop more sustainable tourism and create more local jobs, I think we can achieve a better balance. We have fantastic nature and a strong local community – it's just a matter of finding the right solutions to secure a sustainable future.

[SPEAKER\_01]

Thank you for your time!

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[Automatic captions by Autotekst using NB Whisper. May contain recognition errors.]

[SPEAKER\_00]

Yes, that was nice. It was good that we got to talk a bit. Yes. And the situation like that now, so it was good. Yes. It was. And it's still okay for you that we record the conversation on sound? Yes. Very good. Like that. Approx. How long do we have today? Half an hour or something like that more? Yes. No, but it's okay to know.

[SPEAKER\_01]

First, I just want to inform you that this is a semi-structured interview. So we have these eight questions that you had a little look at yesterday, which we will deal with to. But if you say something we think is interesting and something we want to dig into a little more, we will ask a little more in-depth questions about it, then.

Then you have to explain what semi-something you said is for anything, because I don't know. A semi-structured interview means that we will not relate slavishly to the questions we have written up. The conversation will flow a little, and if there is something you would like to

elaborate on, or which we want to dig more into and find out more about, then we will go a little outside the script, then.

So good. So it will be more like a completely normal conversation, really. Yes. Yes. But then we can start with the first question. What is your role in the island community? I am the leader of the Hvaler cabin association. Yes. And what does that mean? Hvaler cabin association is an association ...

[SPEAKER\_03]

An association for those who have leisure properties in Hvaler and Granholmen. Which is actually in Fredrikstad, but which is just on the border.

It aims to coordinate activities against the municipality, i.e. organize in the best possible way for leisure properties in Hvaler. Both against the municipality and politicians and the business world that is in Hvaler.

And then as leader, we are a board of five. So I am now in my 13th year as leader and sat in the association for 15. How many approx. of those who have a cabin at Hvaler are members of the cabin association? We have 1650 members. Of 4300 cabins. So we have ... We have to say that we have a very good member base.

But in the last four years there has been a declining tendency. And the background for that is what we say is a generational change. Many of the cabins were built in the early 60s, late 50s, early 60s. And until 7272, when there was a building ban. And that generation there, who built then, is somehow way up in the years now.

You can see that in all voluntary organisations. Being a member of something is decreasing in tendency. You are not as good as you were in the old days, to use that word.

Yes, 20 years ago we were in 2003, well over half of the cabins. But it has fallen. And what we also see is that when we got property tax 11 years ago on Hvaler, right after it was introduced, we saw that oi, here we have to organize ourselves. Many make us strong. But then it has been a bit like that now too, because there is no one

It's not a battle anymore. It's not something that goes directly to your wallet. Like that without saying. What we have seen now, which we are very focused on, is this mud case. Which takes place in the archipelago. They are going to muddle up Borg havn. We will make Borg havn deeper. We are not against that. The entire waterway from Ytre Hvaler through the national park and all the way to Fredrikstad harbor.

We are not against that, but we don't want them to release mud from what they pick up. They are not going to release it again, which was first a political decision. Then the politician turned around at Hvaler and said no. Stop, we will not release mud again. Fredrikstad says that yes, we can release it again on our part of the border with Hvaler. It has become a bit of a big thing now that we are very much focusing on.

Of course we had in connection with the increase in electricity crises. Then it was also very much like that, when people came and made a lot of contact and such, on what cabin parents can do with it because we don't get electricity support at the cabin.

[SPEAKER\_01]

But considering Hvaler as the municipality and the problems we discussed yesterday. If you were to describe the current state of Hvaler municipality, how would you describe it? It is a municipality that ...

[SPEAKER\_03]

is completely dependent on income, and they get the income from taxes and duties. Where the cottagers contribute the majority of the property tax income. Because we are twice as many, right? And the painters that have been used, they are the same.

When there are twice as many people who pay property tax according to the same template, we contribute a lot. The municipality is completely dependent on us on the income side. It is also business and all that. It is a municipality that, what can I say, that the last seven, eight, ten years, perhaps,

has opened its eyes to the importance of the children's people. Or, excuse me, the cottagers. So, it has somehow not been before. The cabins have somehow just been there, and then it has been them and us, to use a word like that. But now it's very much like that... Everyone is very much on that we have to become a city, make mutual benefit from each other. And the municipality has now had a very change in that, I think, in its way of speaking and structure of how we enter.

Us as an association in various projects, discussions ... We are on all consultation statements that apply to the municipality. There we are a completely natural party. And is heard. Because we cline with everyone else. Is this an initiative you think Hvaler municipality now has ...

Addressed to these challenges that have been in Hvaler? Yes, so they see the need ... They have to see the need to stand on the same platform as the cottagers. They have to for it. There was a rumble during corona where we got ... No, you are not allowed to come to the cabin that Easter, when the corona came, in 2020.

Then the business world plunged. It was a good example, which was perhaps useful for all parties to see, how dependent it was. Together with Miljøkom and an independent consultancy, an user survey which is based on IUs, and surveys which showed that 85% of the income of the whaling community is the cottagers.

That's a lot, then. That's what I said in a meeting with the Norwegian Business Association now. Then the number was taken up again. 85% of the industry. Then the politicians and the municipality must take us on the load.

[SPEAKER\_01]

That's not true. But I wonder a bit about these challenges that Hvaler is facing. What are the biggest challenges for you as leader of the listening association? It is the desire for Hvaler to become a destination destination.

[SPEAKER\_03]

All year. As this presentation council. We don't want it to ... It sounds terrible. You bring such a free flow of tourism. You see things like these well-known mountains ... Where there are paths where nature has been trodden down.

And where you now see that you may have to introduce restrictions for tourism. We don't want that. Because you have a cabin ... And Hvaler has been very famous for peace and quiet. That

it is so quiet that the silence is in a way a sound. Because there is no sound. And Hvaler there is a big difference if you go over to the other side of Oslo and look at Tjøme.

Mentality ... If I can use such a word ... of types of people ... But there is less ... If I can use the word snob on something, on Hvaler than it is on the west side.

[SPEAKER\_01]

It's much more of a lung atmosphere, in a way. Do you think that one of the biggest challenges for the cottagers with this plan that Hvaler municipality has, is that you are perhaps a little worried about whether this will take away the peace and quiet that is so important for the cottagers in Hvaler?

[SPEAKER\_03]

I can't say we are afraid of them. Because it gave something to us too. Because in winter, we use the cabin all year round. And it is clear that there is very little to do in winter, then. Then you close down, even though the tendency has become increasing. Yes, shops are up. But the shop is not the place where Oslo goes. No. So, you don't go to a shop in Hvaler as a main thing. It actually doesn't. Of course you have to have food, but I don't think I've ever bought it in Hvaler when I was an adult. My parents built a cabin in 63, and I was six then. I don't think I've ever bought an item of clothing in Hvaler. But we must have activities, and that is what we want. Most people want an active free time.

There is a pedestrian and cycle path. Some parts of the national road, which are great. But we will probably have things we can go and do. So, it has become ... Yes, the golf course has been increased, there is Frisbee golf. It's like a bit like that ... I think that's what people want. But in the winter, then? All year round, like? Yes. Neither golf nor frisbee golf nor walking and cycling are really winter activities.

Walking and cycling is nice, because there is very little snow on Hvaler. And there is very little snow at all. So there are many possibilities. There is a completely different climate down there than it is here in Oslo. I have just arrived home here in Oslo. And there is less sprinkled out on Bjørka here than it is on Hvaler. There is much more summer on Hvaler than it is here on Røa. There is never ice and that bit. There may be a day where there can be ice and sleet and flat, and then it just disappears again.

[SPEAKER\_01]

But you who are in Hvaler a little in the winter, do you have anything concrete you might miss? Any initiatives that Hvaler municipality should take to attract more or that more cabin people use their cabin in the winter too? I don't think it's something that depends on the municipality. No, it's on ... A private initiative for you? Yes, I don't think the municipality can contribute much to that.

[SPEAKER\_03]

But if you think of business or private players who come in and can do something, what should one bet on in the winter? So ... What I see which is a bit controversial case now, is that it should be built possible ... It is a regulated area on Spjære-Øvessand to a hotel.

And it's a bit like the apple of the screen. Many people think it's great to have a hotel, but the apple of the screen is that the height. It should be so very high. And the developers' wish is

precisely that it should be a signal building. Which you can see from the whole children's section that it should be nice. And should be in wood and lots of such. But people are very afraid of precisely that it will be a signal building which is very large, a block of eyes on an island, sort of. But the project itself, by getting a hotel in Hvaler, I'm actually quite in favor of as a private person. Because there are no accommodation beds in Hvaler. So it will contribute to us being able to say that since they use the cabin, we have four bedrooms in the cabin, we. But some people may not want to live so close together. Then someone can stay in a hotel, and then they come to our cabin and eat. Or the opposite, that we do things. And has an activity in a hotel, e.g. The hotel that will be at Sandnes is a course and conference hotel. So it will have some indoor activity opportunities, such as has spoken about swimming pools, e.g. at Hvita.

[SPEAKER\_01]

If you are going to train in a gym, you have to go to Fredrikstad on Kråkeby. Maybe there could be a gym, e.g. So in a way ... I was saying the moral. But what you are emphasizing here now is that Våler may not need so many more entrepreneurs who start clothing stores and ...

[SPEAKER\_03]

But you need activities, things to do that make it exciting to stay here. I am of the opinion that we need ... I have a daughter who has just got a cabin at Ali. She is 36 years old. Very lucky, but there has been an inheritance settlement, so she has got a cabin out here. And then we talked a little about this last day, that it was actually 1 May, because then we asked ...

We were at Botnegatten to ride and see if there were any flowers. And then we go down to Skjærhallen and such and see that these clothing stores are up and such. She is 36 and a bit different like that. Me and my mother are 36 and have a slightly different way of thinking about e.g. clothes. And then I sort of ... Is there anything in these shops that you buy clothes here? So ... No, I think it's very special, and it's overpriced. Right?

But how can you say I'm overpriced? Yes, imagine that you come here and are on holiday. And then you haven't been to the shop for a week because you're in a boat, or you're on an island. And then suddenly ... Oh, now I just have to do some shopping. So it will be that shopping card, sort of. No, I don't need it because I rather shop in Oslo. Or then we always go to Fredrikstad and take a look. If it's a bad day, it's bad weather or something like that. We rather go to Fredrikstad and those who live there.

In the middle of the island community. Then it's hard to park. It's expensive to park. Lots of people. You queue up. It's much nicer to go to Fredrikstad, where you have the Old Town or Torvbyen and everything.

[SPEAKER\_01]

Considering this with cooperation between the island communities. How is your opinion on how it works with a view to promoting innovative development and sustainable development in the collaboration with the various actors. It will be i.a. you as cottagers and the municipality.

[SPEAKER\_03]

The entrepreneurs and ... Is there any cooperation to make this good for everyone? Business has now, via the Næringsforeningen, gained far better cooperation than it has been before. And

the need for that that ... Example of a craft service, then. Craftsmen at Hvaler have had order books for up to five years.

If you call them ... We have a membership magazine where we collect advertisements. And then they say they haven't received an advertisement because they have order books full for five years. So I don't need to advertise for any more services. And then we can say yes, but one day that order book will be a bit empty. And there is also something about supporting an association. But what is also being said now is that yes, one party can fight to do.

It could be another small one-man craft company, which may not have anything. Then he should, as everyone has said before... But you, Per Partsen, he might know something about free time? They coordinate their services across the board. It was very bad. Everyone sat on their own toes and gnawed. While the Business Association, I think, has now greatly contributed to the fact that here we must cooperate across the board. It was mentioned yesterday, this ... Where they sell vegetables and eggs, and sausages and such. It is a collaboration across various farming activities. Some farm eggs, some farm apples. And apple mash and things like that. But there's not much like that... I think the cottage people are the customer. Purely commercial sale.

[SPEAKER\_01]

But are there any of these here in business, then? Is there anything more than activities the cottagers need in Hvaler? You mentioned i.a. craftsmen. Is that enough, or are there things that stop you from having a use for it? Åssen is it the cottagers use the business services in Hvaler, then?

[SPEAKER\_03]

We use the no service very well. We do. And we are also in an age for the cabins now. And just this generational shift, where we who were born in the 50s ... And those who were born in the 80s, like my children are ... Have a completely different standard of what it should look like. In addition, we now have 75% of the cabins at ... I think it is 75-80% water and sewage. You have to rebuild the bathroom, and then you have to change the course of the fuse cabinet. There are a number of cottagers who live in Østfold who also have craftsmen in their company. The area in Halden or Aremark, like Sarpsborg. And then they take the craftsmen out to Hvaler. It's not really desirable. Because you want to use the local industry, then. It strengthens them even more. Personally, we are very keen to use locally. Because we are absolutely sure that if something breaks, be it something or other, the doe closes, then it is always on a Sunday.

[SPEAKER\_01]

Or Saturday at 20. Then it's good to have a local plumber there who has done the job. Where you can call, then. That's why I'm very concerned about it. Then you get a completely different connection. Yes, exactly that. But aren't there restrictions on building cabins in Hvaler, I was about to say? Is there anything that can hinder using these craftsmen? Do they have less work because of that? No.

[SPEAKER\_03]

Because just because we increase the standard all the time, we get to have it more and more comfortable.

[SPEAKER\_00]

I also thought of what you said about craftsmen. Those who come from Østfold, who bring their craftsman from Halden or Fredrikstad centre. Do you feel that it goes at a price, or that they know them and bring theirs, which they trust? I don't know. I actually don't know.

[SPEAKER\_03]

Whether it ... I don't think it's about price. But I think it might be about familiarity either. At least when you live like that. But I don't really know. Just think about it when we brought it up. But how do you think the island communities can improve their development ability? Is there anything special you could wish for?

What is important is that things work. Like in Hvaler ... The municipality owns very little land areas. Or little land in the municipality. But you have this ... the church has such a foundation. The Swedish Information Agency's fund. It is the old state cheque. Which bought up a lot of land from the old days. They also have a lot of property. And the municipality is very much in collaboration with them as well. The municipality can perhaps cooperate with them in key places.

And the Oslo Grand Prix Council could create some more parking spaces. There is a shortage. And this with charging stations and fast chargers. When we now know that there will be an end to fossil fuel cars perhaps in 2030, then the charging problem is big. And it is also difficult through the municipality to get ... It is quite ...

That's how it is processed via the municipality to set up its own charging station, or charging ... So, they get the point with their cabin, then. By pulling perhaps a cup over 40-50 metres and getting a charger set up. There the municipality has to go much more into the field to make it happen.

[SPEAKER\_00]

But up to what you say there, electricity. Now all these old cabins are when the electricity network was old. And now everyone is in a phase where in the last 10-20 years they upgrade all their cabins with modern aids. And maybe even chargers at the cabin. Have you heard of any problem surrounding the fact that there is enough electricity for everyone to have a charger at the cabin?

[SPEAKER\_03]

Yes, we got too little electricity for transport to Hvaler. That was why the footpath and cycle path were created. Which is from Fredrikstad, actually. Then a cable was laid down under the ground, and then a footpath and cycle path were created on top. So the supply now, plus that we have got something we called monster masts, has meant that the supply, at least on Vesterøy, Skjærøy and Asphalløy, is large enough.

Then I hear a bit in the debate that there was talk of ... I don't know how it has worked out. But that the new ferry, the electric ferry to be launched from 2024, had problems with charging. And the supply of charging. But ... So Fredriksson's plant, I don't know what it's called.

They believe that they are able to solve it in various ways by bringing enough electricity down to Skjærhallen. To give it electricity. They don't tell in detail how they set up such a structure. It is usually bottlenecks in societies where you want a development in the infrastructure.

I have wondered if you have noticed anything so far? The supply has gone to the transformer station at Rød on Asmaløy. The supply went there enough. Then there was talk of getting it from Asmaløy to Kirkeøy, which has been a bit problematic on how they are going to make it happen. But I think they have solved it, because they put it in the sea.

[SPEAKER\_01]

You mentioned a bit about this with ... that the Swedish Information Agency and the municipality should work together to get more parking spaces and storage stations and this.

Part of the reason why you don't go to Skjærhalden to shop, is that parking is expensive, and that shops are expensive. What would it take for you to choose to go down to Skjærhalden to shop there instead? It is the selection of goods, then. Right?

[SPEAKER\_03]

There are clothing stores, and then there are some shops that have all sorts of shoes and no shoes, to use that word. And then there are grocery stores. And then you mustn't forget that it is a culture. Vesterøy, Bjerrøy and Asmaløy, it was ... There it first became a mainland road. And then Kirkeøy lay by itself, where you had to use a ferry.

So that ... Before I was 14, I got a boat on the Hvaler. Drove the whole Hvaler around with a boat. But we went very ... So we stayed around the other island. We might have gone to Skjærnavon to buy ourselves an ice cream. But we didn't go there, because we had to use a boat. Like my parents, we didn't have to go there. And then comes the tournail, and then it costs NOK 150 to drive there. You didn't.

You somehow didn't have it there. Do you understand? It was an island that was just there. And then perhaps you didn't always understand why municipal centers were placed on an island that didn't have a road connection. History. Certainly. Is there any particular way you and your organization can contribute to improving Øysand's ability to develop?

I don't know what to answer. Start using it in the winter? Of course we do. There are big errors. And I got a little crazy about what was said yesterday. Because there are a lot of people who use the cabin in the winter now. Right? Is there more cabin use in the winter after the corona than there was before?

I don't know. I'm not going to say that. But I know at least that something like ... In the road that I live in, where there are ten cabins that use a road from Odernien ... And there are now four of us who are there all year. Christmas Eve and Christmas Eve and ... And then the others who have cabins, they are old people, like the 80s.

Although the cabins are also winter-insulated, because all the cabins are around where I am. But they use it. It goes without saying. You might stop looking for a car, and you don't drive too much in winter. Have you been to Drøbak before? Yes. There they have been very good at marketing Drøbak as a Christmas town.

[SPEAKER\_01]

And on the basis of this Christmas market size, many visitors also come to Drøbak to look at Christmas lights and the Christmas shop and all this here. Do you think it would have been an idea for Hvaler at Christmas? And marketed ... Has a Christmas tree lighting had anything ...? That's it at Skjerdalen. It's a Christmas market at Skjerdalen.

[SPEAKER\_03]

In these stalls, it is. There is also such a Christmas ... In the Coastal Museum at Bråttet, there is also a Christmas market or ... I don't know what they call it. The same is true that there is something called Bygdedagen in June at the Coastal Museum.

We at the association have had a stand there. We will show ourselves as permanent residents. We will show ourselves to our members and will try to recruit members too. There it turns out on that rural day ... because there are probably few hip people there. Yes. There are a lot of permanent residents? Yes. There are a lot of permanent residents. Is there a lot of permanent residents also on this Christmas market?

[SPEAKER\_00]

To be completely honest, I'm a person I've never been to. I haven't been there. It might be that ... yes. Has it been a Christmas market, so we've been to a ... sorry, it's Monday. I think it's interesting, what you said, that you have a stand when there are village days and such. But there are very few cottage people who come on the typical village days. Have you thought about something ... what ...

[SPEAKER\_03]

The reason around that might be? Are they going to the cabins to relax, not to go to rural gatherings? I think it is that you are at the cabin and it feels nice to be there. Then we'd rather go there early in the afternoon and have a beer.

Before we have dinner at the cabin, maybe. Then you go back to the cabin and continue to sit and enjoy yourself there. You are much freer at it. You don't want to be at gathering points like that. Then you have a special thing you might be looking for. More of an activity that is not a gathering. Not like that. But yesterday we talked a bit about it.

[SPEAKER\_01]

Now I heard what you said. No, sorry. I think I managed to interrupt you a bit. No, because yesterday we talked a bit about this with the main target group. The desirable target group for Hvaler to get permanent residents are young families with children who want to start their own business.

Thoughts about what Hvaler has to put in place to make it more attractive for this particular Målerup to move here? I think ... A bit difficult, perhaps, to answer.

[SPEAKER\_03]

The mayor has said that they must build cheaper homes. If you are going to get families with children, people in their 30s who have small children to come to Hvaler, then it is not certain that you will buy a home for NOK 6-8 million. The mayor has advocated that perhaps a leakhouse must be built that is cheaper.

But I don't really know if children have the capacity for all this here. They really complain that they have a very large part of the elderly.

They have capacity for that bit there. And then they will have families with children where you know that kindergarten will be required, you will have school buses ... So health service, dental health service which is compulsory or free for children of 18. I don't quite know how they intend to organize it, quite simply. Or organize it into running, then.

Although they get tax revenue, it's not that much... An entrepreneur earns quite a lot of money in quite a few years if you are an entrepreneur. It takes a while to establish yourself, to get shops going around. You can look at the vineyard they have at Søndre. It's not poor people who have started it. It's investors, the good money behind it, who do this here. So somehow ...

I'll just let it ring because I don't know. Like that. I actually think it's a bit weird. I understand that you have to have a certain top-up when you have many people who go out at that end. So you think that perhaps a challenge here is that even if this is the dream scenario, to bring in exactly this target group, so is not ...

[SPEAKER\_01]

Of what you can imagine, Valø municipality is not well enough equipped to receive them quite yet. It is simply not planned fast enough. I think maybe that is the right conclusion on that.

But is there anything... We have one more question here, then we're done. How can the island community cooperate better with surrounding communities and regions to achieve a common goal? Is there anything we can ... With Fredrikstad, for example. Then it's more into the mainland, or are you thinking like ...? Yes, then it's more into the mainland. If there is anyone ...

[SPEAKER\_03]

Better bus opportunities can be an example. There is coordination between ferries. They have entered an avalanche with a ferry that cannot go to Laurvik.

Because it is category three. The sea is divided into categories one, two and three. Danger zones where in category three you have to have completely different certificates and security arrangements for the ferry and the crew.

Than to category 1, and the ferry they have now entered into an agreement with, which is also done by Viken county council, it cannot go to the asses. Then there are both permanent residents and cottagers. Who now suddenly have to cheese ferries in connection with themselves. It's really very stupid. Who may then just have to use private boats or a taxi boat. But who have had ferry approaches for all these years. And now will lose it because this new measure?

[SPEAKER\_00]

So you haven't heard of it? No. I've caught up with what you're saying there. But if you look at it a little more broadly, then. Just think societies and regions in southern Norway. So. A few years ago it was probably under the right-wing government, this merger of municipalities.

[SPEAKER\_03]

The question is whether Hvaler will manage as one municipality. Many of the services today are used by Fredrikstad. Fredrikstad municipality buys services from Fredrikstad municipality, do

they cooperate on it? The question is whether the municipality itself is too small to manage as one municipality.

Because there are many services bought from Fredrikstad. Among other things something we are doing a lot now, is this school administration at Hvaler. Where that whole case has been transferred to the school manager, who is in Fredrikstad. While only the contact person is in the bathroom, the planning and construction manager. So I don't know if I can answer anything else, really.

[SPEAKER\_01]

Then we have actually received answers to a lot. Is there any possibility that we can contact you if something more should appear tomorrow, e.g. on email or SMS or about calls? Yes yes, just do it. It might be something similar.

When you get to take more interviews, I have other things to ask. If you come up with something after this conversation, we hope you will send us some messages. Then I have the e-mail for Ostein here. Then we will take the communication there. Thank you very much for taking part in the interview. It has been very useful for us.

[SPEAKER\_03]

Just good luck to you. I don't feel like going to school anymore. Awesome. Thank you for us, and have a great day ahead.

#### **Audio-recording-2023-05-03-1916-122720.txt**

[Automatic captions by Autotekst using NB Whisper. May contain recognition errors.]

[SPEAKER\_01]

Then we are ready. You have questions? Yes, I have. Shall we see ... I can start by reading this intro we got, which you also got by email.

Shall we see ...

This is important to us in the project 'The development ability of island communities', which explores conflicting issues than 'wicked problems', which avoids simple and easily definable solutions and answers. The questions can give us valuable information about the current state and challenges of the island community, as well as identify possible interventions to improve development ability.

[SPEAKER\_03]

Are you ready for questions? Yes. What is your role in the island community? My role in the island community is ... I have several roles. I am employed in the municipality. In the administration, or the staff, as we call it. There I have a ... My original position is specialist in innovation and service design.

And then I now have a acting head of staff. Because my manager has had a long period of sickness absence. Then I work a lot with development . I am connected to Sørgestorget. Citizenship communication. Interested in society, social development, social plan.

Which says something about the guidelines for where we are going, Kjæralen plan, how we can prepare ourselves to create a good, coherent island community with as few barriers as possible for interaction. Either in relation to ...

Industry in clusters or industry wise. Part of the reason why I am so concerned about it is that I have another role in what I call the merchant's daughter from Negghorn. Has grown up in a general store. Has been involved in building up the operation of Café Oline.

Which started in 1992. And is probably passionately concerned with more than just serving food. But the total experience the island community and, for me, I would say, Søndre Sanner can give. Which I have been concerned with to ...

Promote hiking trails, market island jumping, cooperate with the other islands and the industries there, so that we can together provide a holistic offer. What is it more people think is nice to see and experience when they are here? Promote the tent site, which is on the other side of the island. Mark hiking trails.

So every year I make a brochure called Søndre ... Søndre Sandøy brochure, as we call it.

Where I also bring in concerts and activities on the island. We have a big concert menu and are concerned with a breadth, so that everything can be interesting and attractive.

Pensioners for children and young people. And wide range of taste and pleasure. So it's everything from opera in the pub, I was about to say, classical, to rock'n'roll. How would you describe the island community and its current state?

That is a very big question. Now we talked a bit about it yesterday at Kålmagasinet, at the visitor centre. And we agree that we are now in a new, positive wave, or trend ... There are signals that

...

People see the value of incorporating new actors, the value of cooperating. Maybe dare to think a little differently and a little bigger.

When I say a little bigger and use words like more, I also say that maybe there hasn't been that much of it before. I also see that the municipality today takes a clearer role, because it has been called for for a long time.

Previously, the municipality said that we only focus on upbringing and health. We must have schools, and we must have good health services. That is our mandate. As the main focus. In addition to construction matters and that type of thing. So the municipality is more involved in daily life than before?

More concerned that we have to create jobs. More concerned with business. More aware that we are actually an attractive destination. That by being an attractive destination, we will also attract potential residents. Like families with children or others who want to live here. Because it is often the case that when you come somewhere ...

Having a very good experience with it is, after all, the first seed to perhaps choose to move here. Absolutely. But we have a long way to go when it comes to cooperation, when it comes to interaction. Building each other up and rather thinking about more differentiation. And how can I fit into a whole.

We have a lot to go on when it comes to bragging about each other. We have a lot to go on thinking about strategic social development. Where do we want to be in 2030? How do we integrate the climate problem?

[SPEAKER\_01]

Do you feel that Hvaler municipality has good cooperation with the mainland and the various islands, that they work together as a whole? Or are it in a way the different islands that work for themselves, and then Hvaler is the mainland for itself?

[SPEAKER\_03]

It depends on what you call Hvaler mainland. Hvaler municipality is just Øyer. And then we have the eastern islands that we are now on, which are without a road connection. So what rings in the folk soul a little in Hvaler municipality, it is east-west. Before, we had another ferry that went where the tunnel is now.

And then there was a clear distinction between - were you from Vestre Hvaler or from Østre Hvaler? On one side of the tunnel or the ferry call. Then there was a separate school on Vesterøy. It was closed a couple of years ago. And own school on Kirkøy. And ... then there was a boom.

A toll road that also upset those who lived on Vesterøy. That they should join in splicing that tunnel. Which reinforced that separation. And then it is like that every small island community and island has its herd. Has its town. And as Paul Henriksen talked about yesterday, there are various village centres.

Which you can read more about in Samfunnsplan. Which is a bit of a cluster, then, of closer ... And what you have here now is defined as village center. And the village centers often have their culture, their way of doing things, their ... Yes. And then it's often like that ... On Asthma they do it like that. And here we also do it like that. So I think that the islands reinforce ... The boundaries, then. Therefore, building a bridge will also be a metaphor in a physical sense. Because it is, and that is what we are trying to work on now, linked to destination development. To build those bridges between industries across islands. So when we now talk about farming and short-distance food ...

So it's like that, ok, if there's rhubarb and vineyards here, and there's apple production on Asmaløy and druums somewhere else, can we then do as they do in Hordaland and have pages mug? Or tie this together as a comprehensive package?

No, not.

Actually, you could also go to other islands to start the sea route together. You could ferry from the city to a greater extent than you did in Halden before. And now there are also ferries to Strømstad, so there can be even greater activity here also towards records that also have a visitor centre and national park activity.

What are the biggest challenges island society faces when it comes to innovative development and sustainable growth? There are strategic priorities, also towards the spatial plan. We have very few properties that can be used for business.

And then we have a very old population, so we need to attract competent, young, creative, thorough business. And we need to think about more interaction. We notice that. When I work in the municipality, we have very few employees.

So I have to think about what you are good at, what you are good at. How can we lift together? And if we can also now lift ourselves as a society into larger networks ... We are already working a lot with Fredrikstad and Sarpsborg. Such as in alcohol and party rules. Is it Nedre Glomma e.g. who collaborates.

For common regulations and common safeguarding of the actors, and to build up a good collaboration. And then I think clusters. That one thinks ... Yes, how can you build up Skjærallen, for example? Can you create jobs?

In a common area. Gather people somewhere to build up something social. So that you belong to something. Because there are an extremely large number of small and individual businesses on goods. How can we perhaps complement each other and build something together? And that you are united about strategic goals.

Yes. This also applies to hotels. If you think in relation to destination development, I think it is important to have slightly larger engines. It can also apply e.g. within the construction industry.

We have many small individual companies that find it challenging with

A large and heavy bureaucracy and documentation. So if they can interact there about ...

Mercantile or application processes or professionalizing oneself in individual areas. Then I think cooperation is important. But it can also be to link against Smart Innovation. Or something called Smart municipalities. That you, together with others who are in roughly the same issues, think together. In a way, to work together to a common goal.

Is that ... Yes. Find standardized solutions that can work for more people, so that you can reduce costs and ... And then it is to build up under what is special with children, then. But to agree on it first. What initiatives has the island community taken previously to address these challenges?

I talk a lot about destination development and am concerned about it. And it has previously been tried in 2013. But then it was not mature for it. The actors were too introverted. And afraid of ... They were not mature for cooperation, quite simply. And perhaps did not see the benefits of it completely.

[SPEAKER\_00]

Has any initiative come from the population? Those who live in Vali, sort of. Have they taken any initiative to solve any problems, sort of?

[SPEAKER\_03]

The Sanitary Association, for example, have been fantastic players against covid when it was a major challenge. The Red Cross has contributed a lot. Within the municipality, we work a lot with welfare technology. We try to think what future residents need.

[SPEAKER\_01]

How can they be more self-reliant? How does the island community cooperate to promote innovative development and sustainable growth? No. Yes. That was right.

[SPEAKER\_03]

We have Visi Trøndigstad Hvaler, which is a collaboration partner. But now they ask how they cooperate in society. There is still an answer to the question. Visi Trøndigstad is, then, a ... It is ... I can't call it an external actor either, because they are in a way ... They are paid to promote us.

And then we have our industry association, which works to link different industries together, promote the industries. And it is also an arena for the actors themselves become more closely

linked to each other and see cooperation potential. Yes. And then, as mentioned, Smart Innovation, we have been ...

Members of that network in the past. Now I'm talking about the municipality. We have chosen to end that collaboration. But it can be that type of actor. Where she comes in and sees ... Okay, we do this in other municipalities. Then you get to look at common challenges in a structured ... Interaction with perhaps professional facilitators who can contribute, then.

He is the project manager. Yes. Trøgstad municipality has we worked closely with. Already. So the entire IT department is in Fredrikstad. Together with finance and ... almost all service areas have some straw into Fredrikstad.

[SPEAKER\_00]

How would it have been to collaborate with something completely different from Fredrikstad? E.g. Koster is also an island that is struggling with evictions and season-based visitors. How would such a collaboration have worked, do you think? If you could look at each other and learned, sort of.

[SPEAKER\_03]

There are several different arenas. I know that the former councilor has been interviewed by Swedish TV for answering how it is ... How it works with us when it comes to compulsory residence. And that ...

It is the same problem in Koster. And then I think the challenge that is here with us now, and which will be even stronger if it becomes a free ferry, is car traffic. How have they solved it at Koster? Is there anything we can ...

We have visitor centers and the National Park in two places. There it is also on the Tjøme side. So we played with the idea that we should have a separate ferry that went in a triangle. With glass in the bottom, and you could explore the sea and ...

And eat food made of seaweed and kelp and ... But to utilize that sea area, then, because we have a common national park between us. Both Sweden and Norway are on two sides of the Oslofjord. And then we are closely linked to Strømstad.

Which is also an active cooperation partner. And we already have a lot of Norwegians going to Strømstad by ferry. And we see that more and more Swedes are coming here. But we were better at ...

To have something to offer. We have to ... Yes, why do they have to come here? Yes, we have a small pole. But ... What about it, right? Can we make visible and show off and make ourselves attractive? So that there can be free flow that way. We also have great potential with boaters. There are more and more who use ...

Their boat all year. Down in the pier here there are slightly larger boats that use it as a cabin, and go out for walks, sledging, all year round. And there is a large harbor in Skjærhallen which is completely empty all year round. Also during the pandemic, there were several people who put their boat there, because they did not have the opportunity to go to Sweden with their boat. So ... yes.

How do you think the island community can improve its development ability? How do you think the island community can improve its cooperation? That is competence in innovation work, social entrepreneurship, citizen involvement.

There are lots of good forces. We also talk about the elderly energy. Although there are many older people, there are many fit, older people who can contribute to society in various ways. To dare to think a little big. Connecting with colleges, research environments ...

And not least, the municipality itself must define strategic development areas. We will focus on this. And have some headlines like that. We will become good at green mobility, for example.

We will become good at fronting calm ...

Peace of mind. We must be good at cooperation. We must have some such strategic headings. How can you and your organization contribute to improving the island community's development ability?

Yes, now I skipped from one role to another. But if I sit here, then Oline must start entering the business network. Be in interaction arenas. Lie in your shoes digitally.

We have an employee here who is very keen on apps, digital advantages. And one thing is ease of use, another thing is that you actually save money on it. And by putting a little forward in shoes, we can also be a role model for other actors who may not have those resources and a source of inspiration.

And thinking ... What do I actually have around me that can lift more than the one product I have? If you know what I mean? How can we connect in the international park when we are a national park municipality?

To see those advantages and use them for who they are worth. Also link to something that is a vine player here. How can we think cooperation, how can we lift each other up in community without thinking no, my money and your money.

That it should be win-win. Is there any gap here that means that here is actually something ... Maybe a new need arises that will enable us to build on the service portfolio ours? Yes. How can I cooperate to an even greater extent with the other surgeons?

[SPEAKER\_01]

How can the island community cooperate better with surrounding communities and regions to achieve common goals? That is a bit what I want to talk about, e.g. brooms. Fredrikstad's archipelago.

[SPEAKER\_03]

There is already a lot of cooperation there. But also, going back to these headings, then ... I talked a bit with the place and we've been messing around a bit. He is concerned with everything he said about Glomma and Hvaler being the end of Glomma. Glomma's end intestine.

How we can focus on the sea and the blue. And what if we create a ... All the Arendal festivals, then. Arendal Hvaleruka or Blå uke.

We can have events at Skjæralen or other central places where there is climate and sea as common denominators, and be a hub for many different actors with the same interests.

Lower Glomma, for example, or the Oslofjord, what is it region? Visit Fredrikstad goods are also linked to the Visit Oslofjord. So that we market ourselves locally and so nationally, and so internationally. In various networks that are supposed to be professional.

Then there is this with Strømstad posts, which we talked about earlier. Up towards Halden. Both the sea route ... Preferably. But also think public transport. Now we are setting up for a future

ferry, which will be an electric ferry. And the timetable has focus ... Or those who work with the timetable, then.

Strive to get it coordinated by bus. And that means we can ... That I can get on the ferry here, spend ten minutes across the fjord, get on the bus and be in Oslo just under two hours. That means I can work in Oslo two or three days a week if I want to. Without somehow wearing myself out for that reason.

Maintaining a network or a link to society at large.

We also have lots of cottagers here who are resourceful. Who are often managers of companies, departments, large groups. Where there is also potential to link to various environments. Now we had a course and conference group of strategic management at the college here at Samling.

It can help build closer cooperation in the long term. Even if it is not conscious. Then there is also the so right private the right people, who suddenly something happens.

Because they also pass by here, right? It should be a bit in the pier down here some steps. And the Cathedral of the Sea, we have said no to that. Or the Cathedral of Hope, what is it called? But there are also potential collaborative projects. And in the context of municipalities, we work closely with other municipalities towards health and welfare as welfare technology. There is cooperation in relation to PPT and school, that type of thing. So that there will be local professional environments.

The municipalities have also talked about having a telephony system that almost all small municipalities have, including Fredrikstad municipality. We can take over the service square to Marker municipality if we don't have people. Marker can take over our telephony service with just keystrokes. Because we only have a year and a half. So if there is disease there ... So there are some possibilities in collaboration digitally.

[SPEAKER\_00]

If you could be the leader of such a full conversion of Hvaler, with a view to getting more residents here, victims and visitors,

[SPEAKER\_03]

And that's what I'm working on now. Hiring a communications and digitization adviser. The application deadline expires on 8 May. Because what I long for, it is someone who can convey the good stories.

Systematically collaborate with Visit Fredrikstad. Closer. Highlight the profiling of ourselves as Nasjonalpark municipality. So that we can jointly create a more professional profile and holistic profile. Point into families with children.

That's the one. And then we need ... Now we are starting the corporate network. But to be ... Make it holier to see the possibility, don't let it run away in the sand. And from the Destination Council's perspective, by facilitating good processes, be in citizen dialogue, be facilitators of good co-creation processes. What do people need out there? A much closer dialogue with the citizens.

Maybe have even more arenas we've talked about. What can we use Floren school for? Which is empty. What can we use Åttekanten for? Now a pretty cool project is underway on Vesterøya. So I hope you can talk to him too. And use the old school premises there for such a research

hub. And we have talked about Fjorden school. Because it is something else, but could we have it ...

Clothing exchange market, someone who sat and sewed a little. Could we have moved the exchange shop there? Could we have social entrepreneurship connected in some form, so that it could have been in that little cafe there in some way, or something like that... Yes.

Because I think that if we can create some glue between people ... Without necessarily having to be a school there, but that you can still have meeting places that create that belonging, then it will reduce alienation and it will increase the feeling of happiness. Yes. So you might create something that is very similar ...

[SPEAKER\_00]

The shop your parents had. A common meeting place for anyone. Where you don't feel a need to buy something to be able to sit there. That there are natural meeting places without anything commercial.

[SPEAKER\_03]

Everyone has to make money, but it's probably not what makes you miss your sister.

Another cool concept I heard about, it was for ... In Hvaler there are a lot of old people with a lot of big gardens. So let's say you have a huge, old apple orchard. Then I can ...

Harvest your apples ... I might be allowed to make a vegetable garden. And even if I have a cabin or apartment here, I can be allowed to use your land. And then old Mrs Nilsen can come out and chat with me. And follow my vegetables. So that it also becomes a natural meeting point that can reduce alienation, then.

[SPEAKER\_01]

So the main focus is in a way social development instead of this with economic growth. In the main point. That it should go more hand in hand instead of the financial going completely into the first free, in a way. I think that the people who move out here, move out because they want something a little different.

[SPEAKER\_03]

They don't move here primarily to make money, I would think. I would think they are moving here to have the good life of some kind, with the qualities the island communities have. And if you read a little about the blue zone in the world, it is also about island communities.

So if you ... And it's Japan, it's Greek islands... But they've been researching where old people get. Where are people getting old? Yes, it is in small island communities. And then they have a belonging. You feel that you have something to stand up for.

I'm not too concerned about whether I'm retired or not, because I have something to puzzle with. I have some people to do something with. It is important that I am here. And everyone fulfills an important role. And then you will like to a little ...

A small patch of soil where you can grow your own vegetables. If you have a place where you can brag a little about your catch and tell how big the breads you got, then it doesn't increase ...

The shop here has been an arena for it, and the cafe is also an arena for it.

And it is also important for me here that you can be allowed to sit down. And if you come here alone or not, it is very short distance to the neighbor's table or to sit down with someone. Because almost everyone knows everyone. And if not, the conversation goes straight anyway.

[SPEAKER\_00]

Considering that this particular island is very socially small. Compared to the Sea Age, where there is more distance between people. But also distance between ... So how easy it is to get around. Walking distances to shops, etc. How would you do ...

[SPEAKER\_03]

In general, it's like less. Public transport is absolutely miserable. If you think it's a main entry artery, the bus runs very often. It is every hour. But if you are going out for a detour, it is perhaps once a day. So to ...

The flex bus is an alternative, but having some kind of green mobility is perhaps the word here too. Like cycling, maybe? Bicycles, small electric cars ...

What is important? Is it the social aspects of a village place? Or is it the movement to the main information area, where the shops may be located? Yes, what is really important?

[SPEAKER\_00]

At the meeting yesterday, we talked a bit about the main focus of the new residents being families with small children. And there it is important to have a short journey to school and kindergarten, or walking distance to the shop. Public transport right outside the door. What could Hvaler do to become a bit more like Oslo, for example?

[SPEAKER\_03]

Get a tick! What does Oslo do, then? Call? No, I think maybe that we could have been better at driving together. Sharing cars. Commuter parking.

Maybe also more use of the sea route. I see in Fredrikstad how people think it's so nice to get on the ferry and drive to Gressvikfjorden instead of using the sea route to a greater extent.

There is a lot of potential for this.

It's a bit like a shuffle bus, I'd say. Having little tuk-tuks that can drive around a bit. It might be a variant of the Flex bus, where you order. It's this here with freedom versus ... If I were to take a trip to the city, then ...

Ideally, I'd just post SD. "Now I'm driving to town in 20 minutes. Is there anyone going to continue? Or now I'm going to Skjærhallen. If you're there, like, I'll drive by. But maybe that makes me lose my freedom to drive home when I want, or become dependent on another person. So it's these values, then. Then we have to agree to have that headline.

I think about the environment. We drive together. Together in Valer municipality. That we make about such cultural builders, then. That's how we do it here. Yes. But those are good questions. Yes. And that is one of the biggest challenges we have here, in relation to cars.

And traffic, because everyone wants to drive their own car. And want their own parking lot, and want their own boat lot. And preferably so should all three or four in the family each have their own parking lot. Where should all the cars be? And do we want so many cars? Can we find alternatives?

Because what we promote, then ... If it is nature, peace of mind, protection ... And then we say ... Yes, but you can really only come forward by car here. Are there two values that ... That there is a conflict of values, quite simply. That we say one thing, and then we don't facilitate what we say we should be.

[SPEAKER\_00]

Yes, because when you come to Skjæralden, but especially here, you get that feeling of security, and it is open, and you notice that the air is like different than e.g. in Oslo. But still, so ... Not exactly here, but in Skjæralden there are lots of cars and ... A bit of pollution anyway, maybe.

[SPEAKER\_03]

That is what we are afraid of now, then. Also with a free ferry. That it will increase. From 16 August it has been announced that there will be a free ferry. And that means that many people then choose to cut out the parking spaces at Skjæralv. If I'm talking now for Søndre Sandøy and herefore. Then they take the whole car over. And then they charge their car here. And drive towards the open car every day. It means that it will ...  
When you land here, you will be met by an exhaust cloud. When you land at Skjernhavn, you will be met by an exhaust cloud. Then there are 20 cars queuing at Tomgall. So it's a crash with what we want people to sense and feel and experience.

[SPEAKER\_01]

I don't have much more. Neither do I. Do you have something you would like to add that you feel you haven't told about? No. Can't think of anything.

[SPEAKER\_00]

We thank you for the interview and appreciate that you wanted to participate in the research project. And thank you for a lot of good answers, which we really need. And that you can share all your knowledge and your thoughts. We really appreciate that. It's nice to say. Shall we finish them here, then?

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[Automatic captions by Autotekst using NB Whisper. May contain recognition errors.]

[SPEAKER\_00]

Yes, then it is 3 May 2023. Then we will interview. . I am head of culture and head of the visitor center for Ytre Hvaler National Park. Head of culture in Hvaler municipality. Yes. Okay. Thank you for wanting to ... Or standing up, then. For an interview.  
Appreciate you. To help us, but also you, in the end, I think. To see the potential, what we can do here for it to get better. I certainly think it is equally relevant that you should help us get a little further in this destination work we have started now, finally. I have worked here for a long time. We have been involved in many various attempts to achieve more value creation. And then we experience that it goes up, and then you are at a peak. And then you are down again. So now I

have much more faith that there will be better results. Because we have been able to create this destination council. We have gained a much more politically correct anchoring on it. The politicians are involved. Will.

[SPEAKER\_01]

And you are in. So now it will be very good. Plus we have been lucky to get that project from Europe with that money in addition. So it also gives more, in a way ... Absolutely. Momentum in it. You have said a little about your role here. What is your role in the island community out here?

[SPEAKER\_00]

Yes, no, it is ... I feel that it is quite large, then. Or what we contribute from the cultural unit and the visitor center at Hvaler will be ... It will be a lot. Because unlike another municipality, you may have a much larger unit in the cultural field. And then the head of culture sits there, and then there are many who do ... Here we do everything.

So I am probably a very visible person in our society and am mostly involved in everything that happens and events and activities. So we have one or more fingers with it. Yes. So if one were to look more concretely, what would those tasks be?

No, that is, we organize a number of regular events ourselves throughout the year. We contribute to other people's events. And then ...

We are an facilitator for much of what happens. So much of what happens out here is within this office, then. In addition, we have the visitor center, which has a greater role in creating activity around the national park and dealing with information.

So we probably now have around 70 events from the visitor center's side only from now until October. Mainly in the summer, because that is when there are a lot of people here. So we are very proud that we are able to provide so many different activities.

And otherwise, it is clear ... Of the other things we do, it is more aimed at the local population, so that it will be a good place to live. We have a cultural school offer, we have a library offer, we have a leisure club that is up every day to build up the everyday school life of the students.

That's what we give to ...

We have a holiday club for the children who live here outside in the summer. We do quite a few things. And then we eventually, as you were told yesterday, that our growing population age means that we also have to have a big focus on the well-grown.

There are free cultural evenings in the winter months to gather the population here. And then we have created a number of festivals and such eventually. We have the Hvaler Winter Festival which we organize. We have a festival young in Hvaler which we organize in August, which will be the start of the season.

We have taken over a very traditional festival that has been here for many years which we now have our hands on. The apple festival that we have in September. Which will of course deal with old apple varieties and species and history from Hvaler, but also a mark ... Just the phone!

No, so we do have a pretty big role over time. And on 17 May we have the main wheel. And all the events that come, we manage here. Yes. How would you describe Øysandfjorden as a snowy state? If you look from your perspective?

I feel that we are in a movement towards something that seems to be going well. It has been a long time some longing out here for us to be able to become such a full-fledged ... Island

community ... Or a holiday destination. But now it looks like that ball is starting to roll a little more.

Of course, what worries us a bit is that we have to be able to be attractive enough for the families with children, so we get the whole range. Now we have got a new, fantastic, great school.

There is a desire for Hvaler to have the best school in Østfold. They are far on their way there with the results they show. So we have a very good school. We have very nice kindergartens. Safe kindergartens. Small, clear kindergartens. So the conditions are right there. There are lots of teams and associations out here. We work with volunteering all the time. You get a sea of possibilities even if only just less than 5,000 people live out here.

We have several sports teams. Most sports ... It grows and grows here, on those fields. So I feel that we have so much, then. Both for the local population and for the part-time residents who ... If you look at the biggest challenges in the island community and promoting innovative ... Development and sustainable growth, what can it provide? No, there is even a little more to be able to erase, the differences that lie out there. I have a story that still lies a bit out there, that the Hvaler community is a bit split in two.

Is it because of the tunnel? Yes. There has been a lot of East-West. And it is getting smaller and smaller, and we have got a joint school. And I think probably the youngest out here don't think about it anymore. But it sits in the oldest. There are still some from Vestre Hvaler who in a way do not travel out here. They rather travel in to Fredrikstad and such. And I think we should have finished that.

But it is a concept that the runner as the ... The approach of Freisa who goes over the tunnel. That's what the runner is called in there. And it's a bit like that...

And then there is this thing about infrastructure. Because we are this high community and the limitations it also has. We feel that everyone who wants to visit Hvaler, they want to Skjæralden. And how to manage to distribute it a little more beyond, then. Especially those who e.g. just going out and experiencing nature. It can stop just as much on Vesterøy or Spjærøy or Asmaløy. Instead of all the car traffic going down here, because here it will be chaos. Yes. Everything will be Allah wants at the very end.

OK. And then we run the visitor centre and we have our offices here, so we want to have visitors here too. So we plan to do it ourselves. We run the tourist office from here in the summer and we have planned for the service function and are at the far end. But there is something about the infrastructure. How to get people to park? Can you do it in another way to avoid everyone driving all the way down? Is there anything similar like this here on the left?

It is made by local communities. I was thinking about visitor centres. No, not as of now. We have two visitor centers for the National Park. It is here and down at Storesonden. But it is very close and times in between. So we don't have anything as of today. Now there is a bit of development that we are not directly involved in. But around the old school at Vesterøy on the edge, you want something there

A type of development that goes towards a type of national center for research and sea, then.

Yes. I was just thinking double effect, then. Of you should be filmed in two places.

Yes, we have talked a lot about it. And it is clear that we cooperate and are in dialogue with those who will develop the potted edge. And I don't see any reason why we shouldn't get a competitor on roughly the same thing we do. I was just thinking about the problem you talked

about. Getting it spread, then. But it's a bit like that here there is a square, here there are several restaurants, here there are several shops. It will be like a natural place that people go to. We have a shopping center in Vesterøy too, but you drive through on the way out here, and then you stop at one of the shops there or the pharmacy or whatever it should be. But here you feel that people come to stay for a while. You can have a look in the square, you can have a look in the shops, in the galleries. Eat at the restaurants. Maybe, hopefully for us, stop by here and visit the visitor centre.

What initiatives has Øysund found out previously to address these challenges?

Will drive down. And then we find that that technique is not optimal always.

But such measures are being taken. And then you talk about the parking problem all the time.

And then we made a move a few years ago to get loaned bikes in place. Which we thought would make it easier for people to park. And then you could borrow a bicycle. And then we have tried it out a bit in various variants.

Is it a very well received offer? But I don't feel that it might be what makes people park and take a bicycle instead. But we have an offer that you can cycle around. And of course it also helps the boaters who come into the guest harbors. So we now have 70 bikes for lending that we manage from here. And we have also placed them in several places eventually. Before, all the bikes were here. Now they are in many places.

Is it used? Yes, it is used. We have bought more and more bikes each year because it is used.

But it is mostly in the summer months, then? Yes, then. We have tried to have some bikes available throughout the year, but it is from a small start at Easter, and then it is now, especially in July, where there is a lot. I passed here and met someone who lives here. At Hauge, or what's it called.

[SPEAKER\_01]

We're not that far away from here. But the roads are not designed for safety. So that's why there are a lot of arrows, even those that are local here. So I thought it was a bit like that ok. Exciting to hear what they wanted it to be.

[SPEAKER\_00]

And the proximity of shops where you live, and buses that don't run out there. I live in the middle of the island myself, and we notice it well. There is no bus service other than the school bus that runs for the children in the morning and afternoon. And it is like that these roads out here have not become ...

Expanded after the increased car traffic came. Because those roads have been like that since there was a ferry and much more limited traffic out here. So I see it the few times you cycle yourself. It's not exactly very fun to cycle along these narrow roads. Because there are many, and I won't say that I don't either, but there are many who have high speed because you are familiar with the roads.

[SPEAKER\_01]

But I think it can be done, or is it possible to get that infrastructure for cyclists?

[SPEAKER\_00]

We have got a crazy nice footpath and cycle path along mainland roads. It was a move. That one should be able to make arrangements for it. That is why we have chosen to place some bicycles over there. Because there should be opportunities to cycle that way. The footpath and cycle path that does not go completely more here, but which starts up there in the road here ... I feel that some measures are being taken where there is the most traffic. And then I understand that building cycle paths along these narrow roads from before ... Then perhaps it is the roads that should have been repaired first, and not ... Maybe. If one were to look at it like that. How does Øysamfunnet cooperate in promoting innovative development and sustainable growth? How are we doing it now?

I feel that it is something that is going in the right direction. We have acquired many new formal cooperation forums. The business association has managed to start gathering the industry more than it has done before. The business association has gained a larger voice, has fixed meeting points with the municipality.

We do the same with the Sports Council, with the cabin association. We have fixed meeting points with that. We try to meet the volunteers.

And collect all these threads. And then I feel that the destination council, together with political leadership in the form of the chairmanship, are now willing to look a little at what comes in, then. And then we have made other moves. We have worked a lot from here to become Nasjonalpark municipality, among other things. Because we think that the status can be included.

And open some new doors. So now we are a little impatient and would like to have some signs up and show that we are actually a national welfare municipality. So we are working on that a bit now. Although we have a sign plan and look at it as a joint, I think that some things could be managed to get started a little faster, then. To be a little proud of what we get to. Yes, of course. It is.

[SPEAKER\_01]

The effort it puts in is to get a little recognition, maybe. We think this is really fun anyway. But when you get results, and you see what is possible to do with it, then you should be able to reap a little more of it. What you said earlier was that there was a lot of such ... What can I say ... Voluntary work and that type of thing. Are there many of them who could perhaps become entrepreneurs instead? That they in a way see a carrot at the other end, so that they get more people in the things that are done, then? That you could have linked the economy to it, yes? Yes, something, perhaps.

[SPEAKER\_00]

But we talk about being proud of our volunteering, and we certainly are. But we also struggle as much as others with the fact that you see that the interest in doing voluntary work is decreasing. But we are lucky to have an increasing high age of the population who has finished perhaps both with children and with ...

With work, right, and have more time. That's why you're going down suddenly tomorrow, right. And it's clear that it's a very star example of how you can work with this older volunteering. But there everyone is in a way finished with a vocational career.

But even there you have seen that what you create as a volunteer can generate something. So there, a couple of those who have been volunteers have also started a cafe. So you have some

examples of that, but I guess I think that ... Yes. You don't think there could have been anything increased more?

[SPEAKER\_01]

I think finances and benefits for Hvaler. That younger people also see that ... ".Yes, here we can actually earn a little from it." That you create a kind of business model around it.

[SPEAKER\_00]

Yes, then it would have to be that you used some of what you have as a resource, then, into creating more activities. Yes, like you talk about what you manage to do elsewhere. That you manage to utilize the facilities you have to both be used by the tourists, and which could become an income from it.

That must be the only thing I can figure out quickly. Some have probably had a great local historical interest and such, which has gradually now could become guides. So then you can probably make some money from it. And we see that there is a demand for services like that. Exciting, what about guides. Why not?

No, we have someone we know now who we know are good at guiding. And which we recommend, but we should certainly take a few more. How do you think Øysandfoldet can improve its development topics? We went into it a bit now, but is there anything else you think? I think that you still have a lot to go on in terms of cooperation. If everyone manages to go in the same direction and see the values and that you build each other good, then you can achieve much more than that you sit a lot on each of your trips and have to milk your own ...

We still feel that we cooperate, and then you go into it... And then you actually don't. There is that breadth in it. Just like what you say now ... Do you feel that you miss a kind of leader who sees the upper side, who shows common goals?

So you don't have to have those who think their own way. I feel that the Destination Council is such a leader. So I feel it coming. There are three restaurants here. You must be able to see each other. Don't just look over the fence and scowl at what the other is doing and why it is like that. See the value in the fact that we are three restaurants that can do something together. We bet a little on that, we bet a little on that and the third on that. And so now use the opportunities to make national park menus.

[SPEAKER\_01]

Collaborate a bit with everyone else around here. And if we get a hotel here that I really hope we do, then I think we'll get a lot closer to a goal, then. I like what you say about that cooperation part there with seeing potential. You do a little different things when you help each other. At the same time, it is also ... If you can combine this ...

The playfulness of competition between each other and seeing how much you pull in. But at the same time cheering each other on is a very positive trait. So it won't be this jealousy bit instead. Absolutely. Yes. To answer everything. No, what exactly was I wondering about in the wardrobe? Yes ... Is there a lock up here? Doesn't use to be.

[SPEAKER\_00]

I can check that. If so, I'll come up and unlock afterwards. How can you and your organization contribute to improving Øysamfellet's development ability? I feel that we are contributing as much as we can in a long way, and trying to cooperate.

It becomes very natural for us that much of what we do ends up around our buildings. And then a lot happens at Skjærhallen. But we try to be a little conscious that we will also create things in the western part of Åler. So that we are a cultural unit and a visitor center that applies to our entire society. But it is clear when the visitor center is located here, the library is here ...

We have a cultural center up the road here, which we use a lot. And then we have Rød, where the school is, and a large sports hall. So we are not just here. But especially on Vesterøy and Spjærer, we are very little visible. But that is because there is not much there. So we must try not to forget that when we talk about what we do.

[SPEAKER\_01]

If you take the things you say now and think about ... See if you're looking for money for something. Getting money for something. It comes here, right? To you who manage and distribute. It is quickly done that you focus on Skjærholden instead of Vesterøy. That you think that ... You know what, now I think we should put it away there, so that they also see ... Oh yes. Those here at the visitor center have prioritized us in that project here now and are putting it in money like ...

[SPEAKER\_00]

Come here. Yes, but ... How is it now? It's a bit of a boundary between our mandate and Monica's mandate, when you talk to her. She is the national park manager for the park. We are the manager of the visitor center and the information work. So we are very much linked to our two visitor centers, which provide information from there.

At the same time, it has been important for us that we are visible outside. We have bought a lot of equipment eventually. A fair hanger and a lot. And we travel to the center of Fredrikstad and take part in the Glomma festival, for example. When it has been. And I'm coming right now to a meeting about Tall Ships Races. We're going to join in what's happening. So we want to be visible. So if it is natural that we are visible on Vesterøy too, then ...

Then I think we should. And then we are a bit like that... We are not strangers to saying yes to joining in new things. We are perhaps a little too happy to say yes to joining in new things. So I just know that when we sit and talk now, then I think that ...

Why don't we have our fair hanger in the shopping center on Vesterøy some days in the summer to advertise a bit for what we do where people are up there. Then maybe you get a small effect of distributing people around in those islands? Yes, and give tips about what is happening then, and then ...

How can the island community cooperate better than the surrounding communities, society and the regions to achieve a common goal? You always have to learn from each other. Within the national park side, we have cooperation right from the start with the Kosterhavet. So that is probably a bit of the reason why we got a visitor centre.

And after we have paved the way a bit like the first marine national park center or visitor center in Norway, then there have been three marine national parks on the other side of the fjord. Yes.

And we collaborate a lot with Færder, because they were the ones who came second. And then Arendal eventually came into place as a row, and now eventually also Jomfruland. Now we have a network, so we try to cooperate. It is the Norwegian Environment Agency that authorizes us, and they are used to mountain parks. And it is a little different to tell about a marine national park like ours, where 96% is under water. And people come and want to see this national park. So we manage to get them to think that yes, it is a bit of a land area, most of it is water.

I saw some posters about diving and that type. Is there an offer for everyone there? Or is there some scheme there? We don't have a formal offer for whales for diving. It's a bit strange that it hasn't been addressed. Fredrikstad has it, and has used Hvaler a bit. But I think we have a lot to go on.

Offering water availability in general, and if it is to be sustainable and green, then we have just now received a load of kayaks, which is on a stand which we have not unpacked yet, which we will put into this bow.

Our scheme which will be for free every week. It is something that has not been asked about. And we think that there have been some business players who have tried their hand at it a little now and then, but right now there is no one else who formally deals with it out here. And it is such an increasing experience that people want. Get close to the water and be able to just paddle outwards.

[SPEAKER\_01]

I myself am a professional diver from Bunna and dive a lot abroad and elsewhere in Norway. But I see that Drøbak has lived a bit on what happened during the war. What was lowered there. And I see under the national park how much there is around here that could have been exciting. So personally for me, I think it could have been a part of ... But then you might have to have an open water course or something to offer and something like that.

[SPEAKER\_00]

There was a diving path around the frigate Lossen outside Vesterøy. But it is, as you say, that security and everything around it. We had a snorkel trail down Storesand in the past which we no longer have. Where you should only be directly below the water surface. But now freediving is also becoming very popular. Harpoon fishing and that kind of thing.

There are many possibilities here that can help build up everything. And if in the end the whole of it can be presented, that one brings out the importance of protection, the use, can manage to take out the resources, and that the restaurants can serve it at the end, and that everything has the same focus, that has been the dream.

New concepts are coming as time goes by. You are now able to make something positive out of the quiet Half-Søstersen that has come, which we will not come without. There is something there that happens. So I feel that there is a bit of movement. But that kind of thing takes time, then. But now it seems like it is like time. And like Maja said to you yesterday, that now it seems like when one thing has started to step a little now, then others come a lot.

From having nothing but small archipelago hotels with eleven rooms, then there are several hotel players who come on the field at once and have to fight for the place. What you said about the last question for me, more privately aimed at you. You said the dream. If you think about ...

[SPEAKER\_01]

Dream generally about the next three or five years, or it could be longer, or ... What do you see as a vision or wish from your side that you would have personally? As you just ... Can't we have this in order? Or is it something like that that might cost a lot, but don't let ... Don't let those things stand in the way, if you think like that freely, then.

[SPEAKER\_00]

No, I'm thinking big ... No. But I'm probably more there that it would have been very funny if you were able to take out all the effects of what is already here. That you had managed to meet each other and build each other good on what we are doing. That you could somehow managed to present the package.

To attract us, visits throughout the year ... That it actually is. It's fantastic light out there in winter. Why don't these busloads come with pensioners or companies or something else, then, who can come out and experience exactly that nature presence then? Get information.

Get to eat a good meal. All this is sewn together and working well, sort of. It's probably like ... But is it visible? Is it visible ...? Yes, I didn't know about that. That it is a different experience this winter. Is it visible, that thing? No, that's what I'm thinking, and people don't know about it. So how are we going to manage to sell it?

And then we have to have everyone on the team. It's no use having the restaurant out. It was September. No, then we locked the door, then. And then I understand that you have to have a customer base to be able to live and run. But you have to be willing to try to bet a little, then. Now I'm not saying that all the restaurants are like that, because some are good at having more up than others.

But it's a bit like that... We really want to increase the shoulder seasons. And we try to do what we can to get school classes, universities, kindergartens ...

We have two nature guides here who provide free offers who want to come here. And which are adapted to educational goals. So we are somehow there. But very few school classes come in January. And then everyone has to come here in May and June.

And it's a bit like nature. They are getting closer to getting out. And now we have time. And it's hot. I understand that bit there. But it would have been so nice if we had managed to do it over the whole year, then. I think so ... Had it been information or wishes or video or something that highlights, so it can happen.

But it's coming, then. It hasn't arrived from the printer yet. But we've just made a new one like that ... Welcome to Hvaler brochure. It was mentioned in Kålandå with a focus on a newly moved family, among other things. Which is Øyvind, who works there with us. Which is the family that has just moved here. But there we have been keen to remove some of the summer pictures. And then put in more autumn.

Do you have a year-round calendar from Hvaler?

[SPEAKER\_01]

Which is actually very nice. They are good at finding pictures from all seasons into it.

[SPEAKER\_00]

I don't think I have anything more. I think we've got a kind of picture of it. Is there something you think we've forgotten? No, so I think you've had the focus on what is the main essence of what you have to work with, so I think that's very good. And then it's like that ... We are, we are. So if we could bring up something more, then we will stand up in this here.  
Finish when we interview.

### **Audio-recording-2023-05-04-0904-122911.txt**

[Automatic captions by Autotekst using NB Whisper. May contain recognition errors.]

[SPEAKER\_00]

Right. Then you protect yourself a little from the wind. Like that. Should I take it too, right? Yes. Today's date is 3 May 2023. And then we have an interview with. Yes. Yes. Then I'll skip taking that recording. Hope it doesn't fail. Yes, it should go well, that. Yes. Feel free to introduce yourself first.

[SPEAKER\_01]

Yes, you, teacher at innovation and project management at Høgskolen Østfold. And is involved in many different projects, i.a. Freia, which is a development project with Hvaler municipality.

Yes. You are a teacher for the college, but does it have any role in Øya society? And if so, what is it? Yes, in a way I have it through the Freia project in particular. It will continue for three years and help map and ...

Work to renew the innovation system in Hvaler. It includes students and teachers from the college as well. Why are we involved in it? Firstly, we think it is exciting to be involved in it and try to understand what is happening. But also to be able to try to contribute. Something in Freia is that you need ...

Or that you can benefit from getting more young people with you in the system. Get help from more people. And then I think the college is very important. So how would you describe the ØS community and its current state? Now I see it from the outside. I experience it as a bit divided, fragmented. That there are a lot of good things.

But that it doesn't always play on a team, maybe not as well as you could hope for. What could have been better, then?

It could e.g. be that if you can come here, one shop is open and two are closed. Or that the municipality bets on one thing, while perhaps the private sector bets on something else. So it's like making it a symphony orchestra where everyone plays after the same beat and the same piece, then. Yes, because it's a lot of fun that it's not open since there are no guests. But there were no guests since it wasn't open. That's the way it goes here.

We can help each other. If I'm going to go out somewhere, it's nice to go to a restaurant. But it's also nice to have something happening. So if it's just the restaurant or just kayaking, I don't go. But if both are there, maybe I'll go. What are the biggest challenges is the island community facing when it comes to innovative development and sustainable growth?

There are quite a few, then. There are fewer people to play on. In a big city, more is happening, because there are simply more people. In a small community, there will be fewer people to play on teams with. I think that is the biggest challenge. And it's not something you can fix really

quickly. But I think it's the big challenge. So that you and the municipality have to be even better at ...

To support and look after and protect those who are there, then. Yes, because there are a lot of financial problems, but also ... Yes, economic and financial. Because often you have the ideas, then the money comes. So I think that it is somehow two-sided, that too. That it is not just pouring in a lot of money.

Pay people to do things, but rather coordinate things. To a greater extent than we do now. So that we help each other, then. We discussed it with someone here in town. That Østfold is a little more cautious when taking initiative in relation to what e.g. Oslo is.

Yes. And I think there are many small ones. You see yourself individually. Or like Hvaler separately. You are very concerned with the unique, and there are many good things about it. But the challenge becomes when you have to build robust systems. Like an innovation system should be. If we are going to build sustainable tourism, then it cannot be something the municipality does alone.

[SPEAKER\_02]

A restaurant does alone, or a cafe or a campsite. You have to do it together, otherwise it will be too small. Cooperation is very important when it comes to big projects.

[SPEAKER\_01]

There is a lot. One thing is all the little ones, like these great restaurants. The visitor center, and now another visitor center down on Store Sand. You have got theater performances in the square in the summer. So I think there are lots of good examples. So ... Yes. So there are only a few. So there are lots of good examples of things getting started.

But is it enough in winter? No, of course in winter it's not so ... Then you become even more ... It becomes even more difficult, then. Because I can e.g. go out there, then maybe there is a Christmas market at Oline's cafe on Søndre Sandøy. But there is nothing else. It's like just staying there. And then it's harder to prioritize it, or several reasons not to go out, then.

But if you could lift it up a bit together... Then I think there is a great loss for a hotel or something a little bigger that holds things together, then. Which can be a kind of Nav for everything else. I see that in many other places. That the hotels can offer events, they can offer guided tours, they can offer ... They can be a kind of ...

Lock for all the smaller projects. Say those who rent out kayaks, or those where you can rent a boat to go fishing. If they don't have something that can keep them together, then it becomes difficult to find for me as a tourist. Yes, because we are talking about creating a hotel. I think it will be extremely important to achieve. Not only for the hotel itself, but for everything ... That it will in a way strengthen all the other small things that are there today, then.

How do Øya communities cooperate to promote innovative development and sustainable growth?

You have the Oslofjord Outdoor Council and many things that connect to it. So I think it is the best example out here, at least from my side. Then you try to be involved in projects, like Freia. I think it's also important. It's not the same target group, but it's building some solid cooperation. Which is not just like that once and then have it, but that we manage to build up something that is a little more solid.

Thomas seemed positive about taking part in new things. Father mentioned that he was taking part in some events in Fredrikstad. Yes. And there you have, we haven't said much about anything, but Visit Fredrikstad Hvaler also means that Hvaler doesn't stay all alone. But they get help to do things by Visit Fredrikstad Hvaler which is much larger. And which is, I think it is the second largest visiting company in Eastern Norway.

So that they have the muscle to offer things to Hvaler that Hvaler would never be able to do alone.

I think that's great. And I also think that this destination council is a great initiative. Because there you manage to connect it with the visitor centers, which are idealistic with protection. With commercialization and value creation through e.g. the business manager and the Business Council and such. Would you like to add something, Misha? I'm thinking about ...

[SPEAKER\_00]

There is a lot of voluntary work here. And I asked Thomas earlier about how we can get the voluntary workers to be ... He has said that it has stagnated quite a bit. And then there are quite a few young people who move out there. How can it be lucrative? How can that volunteering work become ...

That you don't do it voluntarily, but can see a loneliness in it. And can take the pieces of work they do. That it might be a carrot for children to work with those works. Is there any thought around that that could have been something that you see?

[SPEAKER\_01]

Not only do it, but that they are connected to others who do something similar. You have had performances here in the square. You've had several things. But they sort of become separate. So I really believe in creating a place where there can be a little more people. So that you don't depend on one person. I feel that is often the problem out here. That there is one person. And when one person is a little bored, you quit. And then there is no one else there. If you could be a little more, then could ...

Say I get a little bored, then you're in good shape. And then we switch on a bit. But what about getting this and visiting and paying for those things? It won't just be voluntary, it will be a bit connected to the economy? Yes. And I think people are willing to pay. I do it when I'm abroad. I don't think it's any wonder if I have to pay some money to go to a late theater performance or ... Even if it's ideal, then. So I think ... As long as you have something to give, you are happy to pay.

[SPEAKER\_00]

But it has to be good enough, then. It's worth paying for, but it should be anyway. Yes, because you get that basic spirit out here too, so young I think that, you know what ... I'm not just like grandpa or dad who works in volunteering, but I'm going to make money from it. There are opportunities there, but ...

[SPEAKER\_01]

I notice the pattern of many pensioners here. Who think that they have enough money, they don't need money. But that it is implemented in young people ... I like that idea. And sometimes

if you don't take the money yourself, it's money to create something new. You need money to get things done. So sometimes you do something like run a project. The money you make from the project goes to the next project.

[SPEAKER\_00]

And that's how it goes all the time, then. So I don't think you should be afraid of getting paid. But ... No, I don't think you should be. Then we met a lady here who was waiting for the shop to open. Then I asked her a little what she wanted. Which is a bit so exciting to hear. She said she wanted her to cycle out here. When she lives here, she can't cycle out here, because it feels unsafe.

Yes, on that side.

[SPEAKER\_01]

But I understand that. And you see the tunnel, for example. It is impossible to cycle in. Then you have to take the bus and get the bike through. And it's not always easy during the season, that. So cycling here I think is smart. And it's a municipality thing. How the municipality can help. Because I think the municipality is important. They have to do a lot of good things, but ... It is not always that more money is needed. But sometimes ...

[SPEAKER\_00]

If you were to take three concrete questions... No restrictions, no ceiling, nothing. What is three things you would like us to have here? I don't think the municipality should make anything alone, but with someone, then. And what I miss most, it's simply ...

[SPEAKER\_01]

That thing with more action-like things. If I go for Koster, there are loads of canoes and kayaks and underwater things you can join. Here it is very little. You have to know someone to get hold of something. So I'm missing that kind of activity. That it's almost an abundance? Yes. That it's not ... One thing is accommodation. But I can live in a tent, that's not it.

But that's what I pay for when I'm abroad. I pay to take boats out on a reef to see something cool. Or dive or go with a kayak and drive a trail. But it's very white here. I don't want to sit in a cafe all day. Was it okay?

On to the next question. How do you think the island community can improve its development ability? I think it is trying to take care of all the initiatives that come. I think that is the most important thing of all they can do. Things pop up and then they die. Instead, you should pop up, then the municipality should water them and look after them and take care of them, so that they don't die out so quickly.

[SPEAKER\_00]

There are many good things here, but I feel like you can't get the gains out of all the good things. You do so much right, and then you don't do everything right, then. And then you lose the prize. It is because, as you say, that there are people who have zealots who start, but who are worn out, right? Because there is nothing that helps. Standing alone with things. But that's right.

[SPEAKER\_01]

Are we talking a bit about money or other concepts to understand it? There are few people close to them. One thing is the money. The municipality probably doesn't have too much of them either. But there can be things like giving them ... Listening to others too, right. What is the municipality going to say? The municipality is going to do something with the square. What are they going to do with the square? That they dare to talk to ...

So they don't think they're doing it because it's good. That they dare to open up a little. I think they do that with the destination council, and it's brand new. I'm very excited about it with the destination council. I think it's a very good initiative. What I'm missing there is e.g. where did the young people go? Young people. And perhaps also those who are a little more unorganized. It can be the same.

But that you don't think that you have to do everything yourself. Because that's another thing. They are located a short way from Fredrikstad, and really from all of Østfold, and also Oslo. There are buses once an hour from Oslo. So if they had something cool here, the Oslo people would have traveled here. It takes a couple of hours. So they would have come here if there had been something to come to. Or at least if they knew about something to come to. And there is something to come to, but people don't know about it.

They don't have to come up with everything themselves. There are lots of hotels in Fredrikstad and Sarpsborg. People live there, but offer them to come out here. Maybe in ten years there will be a hotel here too, but it's not dangerous that it isn't. Accommodation places are elsewhere. So cooperate with others, then. Imagine having Pokémon GO.

[SPEAKER\_00]

Out here in winter, and young people run around with their mobiles, digital communities, and then you have those LAN parties out here instead. To think a bit like that ... What does the youth want? There are many people who sit at home, really. Yes, yes, and people want to go out. It's not like that. It's just that you don't ...

[SPEAKER\_01]

That's something. What you said there was a bit cool too. You could have a campus out here too. And said that the municipality ... there are many empty premises here in the winter. Has the municipality visitors? Could it be used as a classroom for the college or NMBU or the University of Oslo?

That they say ... Come here. Here there is infrastructure. If you want e.g. a marine biology lab or an invasion lab or Biomini Cree or whatever. And they don't have to cost that much, because those trophies look empty. So it's just win-win, sort of. They can rent it out for almost nothing. Or just lend it out, for that matter.

Good input, actually. Because we would like to go out. And then it often costs so much if you do it in a hotel or something. And then I have seen that it is empty here.

[SPEAKER\_00]

It will give them more to do in the winter. Because they have a lot of boats in the summer. I myself have been here by submarine. And then it was really nice here. And especially just such an initiative if the students come here. Then others open up. Tomorrow the restaurant will be

open. Yes, you must have the shops open because you have all the people there. And then the municipality could help with spreading the rumor. And in November NMBU will come with some students.

[SPEAKER\_01]

Then they could notify everyone around here, right. Because now it was like that we ... Anna, I say. Linnea and Ellen had to fuss a lot to find peace to eat. And it's a bit crazy when there are 30 people who say that we can pay dinner and lunch three days. It's really a lot of money. But they didn't know about it, did they? So being a bit like that spider...

That the municipality takes that role. And it doesn't have to cost that much, because they have good people out here. So really be more agile around here? Yes, I think so. Use what they have, and be a bit more flexible. If 30 people come and want to stay here for three days, then we should be cleared of places to eat. Yes, exactly. It is income that ... It is.

[SPEAKER\_00]

Maybe you think it's cool to have been here, so maybe you'll come here another time. I had an exciting statement from another teacher in Halden who said that we at Østfold are lazy. It's a bit like that ... If you look at Central Norway and mountain areas and such, there are people who are active all year round and come up with things and are much more on the go action. And what he meant was that we are a little lazy here. We take it easy.

Relax. And I see a connection not only here, but all over the world. Island communities, especially beaches, then it's more relaxed, relax. While there are some mountains and speed and things that you can do. So there is basic will, or the weather is not so nice, but you come up with activities, because it is ... Otherwise you struggle with your head, if you ... Depression, if you have no activities. But here you don't have to have it, because you can only enjoy nature.

[SPEAKER\_01]

We have received a lot for free. There are many people with their own boats, people have cabins ... A lot of finances are linked to those things. And people have made it up themselves. They don't try to help. But if you're going to bring in people who are more day-to-day tourists or shorter, who don't have a boat, then you have to do a little more. It's probably been like that that it's gone well without. But I think it will be nothing more. Now young people are moving from here. I am of high average age out here.

Whalers don't do anything crazy. But it's like that on the coasts ... There are a lot of places, then. So the clue is like that ... We have to do like those in the mountains. We have to stand a little more. So we don't lose too much. Yes. And I think ...

[SPEAKER\_00]

The platform that Frode talked about yesterday. We must have some center or some place like that. But we also talk to Thomas. There he has told that there is a small distinction between east and west. Or not south and north, or what you can call it. Because of the tunnel and that type of thing. That people have the old mentality. And it's starting to disappear with the younger ones, but the old ones have it, and we get it a little through the mother blow. So I think that ...

Those meeting points. If you look for which people are here, it's older. Why are they here? If you think about it. It is because they have a community. But the young people do not have that community. There is not that platform for them. How are we going to create that platform that they have a ...

Interest or common point, then. If it's a pensioner and you think I'm going to retire out here, then you know you have everyone else who is on the same premises. Yes, you know so many people too. You have the advantage of that too. But I feel that platform does not live here for young people. They try, then, with Ytre Hvaler. There is a lot up there, right? And the national park.

[SPEAKER\_01]

I don't think there will be many attempts, but there is also getting, e.g. exciting... Because now it is like that many of these jobs in the summer, they go to people from outside. They don't come, because they need so many. And those who live here don't just want to work here in the summer. Because what do they do in the winter then? So it's a bit demanding. But with the east-west thing that has been here in Hvaler for many years, it ... I think so yes. If any exciting things come ...

Maybe it has something to do with identity? As you suggested, being proud that you are from Hvaler. And build some priority, then. Without becoming so arrogant about it anymore. And it has always been like that, if you look at the whole of Norway. If you live in Porsgrunn, then you have ...

[SPEAKER\_00]

What is the name of the other one next to ... Skien. Who argues with them or is from Sarpsborg or hears Fredriksen. You really disagree. It's something that's stuck far in the roots for a long time. Yes. It's not good. Sometimes it's good that something good happens at the neighbor's house. It can be good for me too. Doesn't have to be stupid. So ... No.

[SPEAKER\_02]

No, but ... Didn't you have anything ...? I don't have anything more on that question. Two more questions, then, which we can discuss. I think there are two pieces if the last one was number six. Yes, I'm thinking ... First of all, we can be positive partners as the college, with students and teachers.

[SPEAKER\_01]

We try to offer that, and I think we have done that. But that is continuing to do it, then. We invited them into Freia. And we have invited them into Fettek, which are the two major international projects. And we have also had bachelor's theses out here. And so on. But it is clear that we need to get it back now. That it goes both ways. It's a bit important. And in and of itself it has. It's not that I'm complaining about anything, but it's maintaining it. It can't be one tit. It can't be like that albis, it has to be because you enjoy it both. So ...

I think it's fun to do things, like Freya, then. Then I hope the municipality will join. I think we will also have visits from Denmark and France, right? Yes. So I hope they will join in the autumn. We don't know for sure ... All such projects are like that you have set up something you want to

do, and then it doesn't always happen. But I hope there will be French and Danes in the autumn. Can we see a little their perspective too? Yes, I think it will be fun. Especially the French, because those islands also have some of the same challenges that were there. With old people and such. And then they have some others. And then they must have done something that we can learn from. So I think it's very smart to get them out of there. Also up to possibly meeting possibly other students. Yes. And what is absolutely certain are your students. You are going to meet the French. And Dutch and Danish etc. Because you are going to travel down there. Then I hope we get them up here, then. But you never know with things like that. Suddenly, then. Yes, a lot can change in a short time. Yes, it can. But at least you can act as a kind of ambassadors who bring good news with you. Good experiences from the other places. Because it's not like Hvalum has given you something crazy because of how many old people used to ... It's a bit like that with time? Yes. The whole EU has the same ...

[SPEAKER\_00]

I was just thinking ... If you look at Voss ... It's really focused on all sorts of sports, extreme sports and that kind of thing. It lures young people. And it's exciting, because it's a bit out of the ordinary. It's not a museum, you don't look at pictures, you learn about nature. There is more activity. So you say action, then. Yes. I completely agree.

[SPEAKER\_01]

You can't sit and drink coffee all day. So I completely agree. It doesn't take further than Koster. At Koster there are 3,500 bicycles for rent. Over here there are ten pieces. They say they have increased in 70-80 now. But they have distributed it a bit here too. But still, it is far from 3,500. And Koster is ...

Small compared to the whole. How about wind surfing out here? There are some kites especially at the corner of the ear. But there you could also facilitate it more. I know I can go there to learn some kiting from people. But if you don't live here, it's impossible to know. And then I know them. Imagine if you could get such an instructor to teach you how to kite. Or surf or dive or ...

Is there anything for diving? Not that I know of. They have a diving path somewhere. I heard him talk about it, but nothing there. Snorkelling, diving, free diving has become very popular. There is little of it. And it's difficult. Then you have to have some equipment, because you can't be in the water for a long time in the army, even if the summer, you can't be out for an hour or something like that. That's what I miss most out there. Such activities.

That's what I'm willing to pay for. When I was in Lofoten, I paid many thousands to go fishing. So you pay for it. Yes. Icelanders are very good at such small things, then.

[SPEAKER\_00]

You've probably seen polar bears... Or, you know the little strip where you see the tarponic plates going apart? And then they have a little diving thing. People move little by little every year. So now it's getting wider and wider, so you can see the clear water. It looks like less than a swimming pool. You just go there and dive a little.

[SPEAKER\_01]

I understand that it is a lot of investment. Are you going to have free diving equipment for ...

[SPEAKER\_00]

There are some sinking ships in here.

[SPEAKER\_01]

There is a lot here too. Especially when you go on the east side and the south side, life in the water is very good. It's a little worse in here, but if you go on the south side of Søndre Sandøy and Herfjell, it's very nice. In Fredrikstad we said we had Red Bull with its death song and such. We can't get that here. Totally agree. I think they need it. And then the youth also come like that too.

Now it's made for 60-year-olds, right? But then it comes to 60-year-olds. Now a target group has to be set. Yes, that's absolutely true. You kind of wonder why they don't come again. No, there is nothing here for them. Then there are those who come up with it themselves, then. Some boat tourists do a lot of things, but then everything becomes so privatised, then. Or like those who kite. Have they also started with these here ...

[SPEAKER\_00]

But do you see challenges with people who come with a slightly richer background, imagine from Oslo or something like that, who come here and have everything themselves, that they don't have the offers? Because they don't need it, because there are so many wealthy people.

[SPEAKER\_01]

People who have their cabins, and from there you don't get those offers. But I don't think it destroys. Yes yes, some people have everything themselves, but I think so ... That's not why there is no rental. Because there are a lot of people who want to try. Who can't, then. Because they don't have equipment with them. If you come from Germany, you don't have such things with you. Then you have to rent it.

You can't bring this with you in a surf dish. So ... No, then. So more such action that you talked about, then. And free diving is really easy, and kayaking and such. Because you don't have to be an expert to do that. There was such a kayak rental here, but had it been towards a hotel, it would probably have received a lot more customers.

That's how I've often done it. I've been to a hotel or boarding house, and then they have one like that. Then I ask if it's fun here. Then they suggest something. So hotel I think will be good. I think we have one last question here.

Sign up, not off. They somehow have to be involved in things. And sometimes of course it requires a job, then, but ... When such an initiative comes, then ... Not just sit there and wait for someone to ask you, but that they take the initiative themselves.

Then comes this laziness, where we are located. I don't know if it's laziness, but there are quite a few of them out here.

It will be a lot, but I think they will get a lot too. And at least don't look at ... Frøris is not the competitor to Hvaler. They are on a team to draw people to Østfold. If there is only one thing

there, then you don't bother. If there are ten things, then maybe. I think they have to work together a lot more and not see it as a competition between themselves. It is not a minus for Hvaler that many people come and watch Gamlekyen in Sjørisa. It's really just a plus. Yes. And we talked about making such a package. Thomas mentioned making a package. Yes. An English student from the college said he had received a package a few months after moving here to the school by Fredrikstad municipality. Yes. So if the staff did something like that, maybe it would have been more appealing to ... That too? Like you talked about in town, having a target group for things you do, then? Not like everything should be suitable for everyone, sort of. It is ...

[SPEAKER\_00]

You have to keep someone in your back mind. If not, you get cafes, and then it's for six-year-olds. Even if they don't say it out loud, that's what it is. What's ... I've seen challenges elsewhere. Let's say I have a diving shop with equipment and courses. I get a certain amount of customers. But my income, or the influx of money that comes in, is too little for me to keep alive. So I have to have a combination where it's almost a group... Almost that I have it and that, and I'm going to have that beer bar with that diving... And have that event thing. Then I get you to go around. But that you kind of get those packages and then eat a collective of a company, instead of having each for yourself... I have seen that they live best.

[SPEAKER\_01]

And the fact that you don't have to do everything yourself either. Sometimes you can say that ... Because you see that they come to you to dive, then. And then you say that ... 'Here's a card in a very good restaurant'. But that it gives each other money too. Even if you don't own the restaurant, maybe you can get ... You earn a little from helping each other, then. I'm thinking of that Reineper type. He runs like that, right?

Making whole packages. As a native here, I have had the cabin for 25 years. So I know what is going on here. But it kind of took me 15 years, then. And eventually you come as a day tourist, then they don't go... They come down here, and then they don't know what's going on. Then they can enter that visitor centre. But they don't have to.

[SPEAKER\_00]

I guess not everyone luckily sees it... If they're not Norwegian, because you stand for Norwegian... A little American marketing with big posters and signs and everything possible, so I think it might work. That you really have to pump it high and stop. Be a little big in the mouth, and it's damn good. Yes, but ... Have the positive Alma. Yes. I see Americans, you talk to them, right. If I call a guy there and ask about something...

[SPEAKER\_01]

When we research and wonder if they can help us with something... Even when they can't help, they say, "... But I know a type." Call him and say hello from me. We don't do that in Norway. If they just say no. Being a bit like that ... Mindset on service, then. And people are high up in the system too. It is not only the person who is in the coffee bar, but also the director.

I had a student project with some IPLs who called the national head of Apple in the USA. Not the international ... And he was like ... "I'm in grills now, but I can call you up afterwards." And he sort of was the boss of a lot of money. Yes, but it's cool about it.

[SPEAKER\_00]

Now it won't be a question, or I can probably ... But I, who come from outside, and see how the oil has helped Norway, and the prosperity it has provided.

It has meant that you become a bit of a relaxed attitude. As you expect. If you have been served, you don't want to serve yourself, but have the neighboring Swedes come and serve us. It can be a bit too simple. I understand that you do what is easiest, to some extent. But it can also be boring. And oil is wrong. It just has to be close again.

[SPEAKER\_01]

And sometime it will happen. The danger is that we won't follow the class. Then everyone will just go around and get something for free. But out here there hasn't been much help with the oil, then. But I think about the mentality in society, the people ... And have it there, then. Where you don't struggle and work for something. No, and that ... You have to struggle a little. I think it's good.

It's just my reflection. No, but I totally agree. Shall we go eat?

#### **Audio-recording-2023-05-04-0904-162558.txt**

[Automatic captions by Autotekst using NB Whisper. May contain recognition errors.]

That's it. Now today's date is 3 May 2023, and we have an interview. Then straight to the point. Can't you briefly tell who you are? I am national park manager for Ytre Hvaler National Park. And then secretary of the administrative authority, Ytre Hvaler National Park Board. And what is your role in the island community here?

Yes, at least professionally, it is being a manager for the national park. Yes. Like that, yes. Do you also live here? Yes, I live on Søndre Sandøy. That's why I'm going to take a ferry. So I grew up here. Yes, it's a great place. Very good to come back here. I haven't lived here since I was born. I have met Roar and Tore. We are working on a project with the vineyard there.

Yes, yes, yes. I know ... Ate waffles with Tore and them. Yes, well. I've grown up there. Roar is my father's cousin and Tore. There are only 100 people living there, so we know everything that happens.

It's an exciting project. We think it's fun. Hope it goes well. How would you describe the island community and its current state? Very exciting right now, I think. It seems like it's a new lease of life. And a lot that might happen. It's a bit of a new project that you don't quite know where it's going. But it's positive.

I live on an island where there are only 100 permanent residents, and many of them are 70 plus. So it's always exciting if it dies out every time. But as my father said, who also grew up there, they always come back.

And it's easier than ever, I would say. Because I also grew up there, and we had a boat three times, four times a day. Last boat at five o'clock. And my father always had to drive us to all

activities with his own boat. Now there is a ferry 19 times, and there is the internet. So if someone finds it difficult to live here now, then it is involuntary. Yes. I would say it is easier than ever. But it is perhaps easier when you have roots and know how to gain access.

I've been there myself, and I don't think it was a difficult girl against many others who struggle with buses, who don't go out to those places at all. Every once an hour it goes here to Oslo. The bus. Yes, it does. And at the weekend it runs every two hours. But there is a bus once an hour to Oslo from the quay. Or from Skjærhallen here.

So access to Oslo, or to the city, is relatively good. And the ferries, if they maintain the offer that they have promised they will have, which will now even become free, then it is good for the eastern islands, I think, where I particularly feel for. But I am concerned that all of Hvaler should have a good development. And they have got a new school, and they hope that it will be good. Gather the young.

Before it was more divided, east and west. I think it's still a bit in the culture. But I would like to believe that it becomes less and less like that when you go to the same school.

I think so. That the new generation doesn't have the ... Yes, it still hangs a bit in those who have gone to two different schools. So now you gather in the middle. And when the cold that is finished going separately, now just goes to a school, then ...

It may happen that you get a more unifying culture. Let's hope so. Then you don't quite know what lies in parents and genes and ... It's always something or other. It should be Norway, Sweden, East-West. Yes, but it is Fredrikstad, Sarpsborg, Skien, Porsgrunn ... Siblings should argue a little. Isn't it like that? It should only be like that.

What are the biggest challenges in the society you face, when it comes to innovative development and sustainable growth? Yes, it is precisely what is sustainable growth. As a national park owner, of course I am very concerned that nature should not be worn down and used up and destroyed. And that you have to have a real look at what is sustainable, when it comes to e.g. whales all year, which is talked about now.

Now it has been natural rest for nature. If you are going to have it all year, it depends on what happens and where. It is one of the things that I am fortunately allowed to participate in the profession in this destination council, e.g. But I think the municipality has created a good organization to involve both tourism and conservation authority and municipality and planning authorities. For everyone to cooperate as well as possible to prevent ...

Or to make good arrangements for there to be good business development.

It is up to us to manage it. But it is always challenging to welcome many more people if you do not have the finances to facilitate it. If you were to put keywords on the words you think ... What are the biggest challenges right now, if you say it concretely? Yes. If everyone is going to come with two cars and two boats and want two boat berths and two car berths each, then it is, firstly, the areas.

Which it will go beyond. Area scarcity, or the valuable nature that we want to take care of, you will have to eat from. So it is how all area development will be, both in relation to parking, boats, ports, sea area, and not least if you are going to have accommodation, whether it is a hotel or a smaller hotel or ... All that something must be done in a way that does not destroy the nature that we come here to ...

Sell. Or ... Experience. Everything should be permanent today. I don't like that word, but I've realized that's how it is. But at the same time, if you're going to promote this annual growth ...

And have it hidden a little more for you, with a big difference between summer and winter ... Where you see quite drastically from 3000-4000 inhabitants to ... 40,000 ...

How will it ... What do you see, the challenges? Is it just the weather or other things that get it ... To get more people here? Yes, or what kind of challenges are there now here in the island community? Why don't people come here all year round? Yes, exactly. It is probably because Hvaler is primarily known as a coastal area with swimming life, perhaps, and cabin life.

And in winter there is no snow here... I think Norway has so much to offer in winter elsewhere. So if you are Norwegian with skis on, doesn't Hvaler have much to offer. So then we have to find out ... Or those who are going to sell Hvaler all year round. Find out what it is. E.g. the weather. Are there many people who think that we who live here, think Hvaler is nice throughout the year, but we don't say it so loudly.

I don't want Hvaler to have lots of people all year round. Because I think the silence and the calm of nature are the qualities I love about living here. So I get a bit like that crazy, then. My doughnuts I want to have for myself. But in the summer I never go to the beach that I love. Because it is full of other people. And I wish them that. But if it's going to be like that all year round, then suddenly... Local population must be taken into account.

In the thought that you will have people here all year. So I thought that there are cabins here. They are already here. They are located here. Why can't they be used, instead of building out new areas? Why can't you have a better use and rental? Think more like that.

See the potential in other ways, then. What do we have of buildings that say tonne? Can someone organize it, so that they can be used all year round? But do you have to build large 40-20 floor hotels for people to come here?

I think we need to start thinking about proper sustainability. And be a little more agile and flexible and think a little like that ... Were we solution-oriented, then? Yes, solution-oriented on real sustainability. And then perhaps Hvaler can be a pioneering municipality for what we call down... So down... We're not going up more and more growth, then. We're going down.

We cannot continue to grow, but we must use the resources we have. It is sustainable. And find more efficiency in it. And someone needs to start thinking smartly about it. And then it's not the same same. We have to start thinking again. Yes, that is, resource finances, it is using ... We think like that about rubbish. We use everything again. And what we have built down areas, we must also use more efficiently. And more, perhaps. And share. Sharing economy.

Maybe that's what age should be. A proper national municipality. With proper sustainability. Which lifts waste sorting and the use of the resources that we share. And you drive a bus instead of everyone driving a car, so there are proper collective solutions. When you park up by the church, you must have a shuttle bus or something which makes people feel that they still have access to those areas, without being ...

Driving a car down the very narrow Skjærhallen. Finding better solutions for public transport. I agree. But ... What is the initiative Øysamfunnet has taken previously to address these challenges?

We have a flexibus. But it goes from nine to three. It is limited. You are not spontaneous. Your ferry is more flexible, and you can tell if you want to take it. But why not take it on the flexibus? Namely. Things like that ... It can't be too rigid, because we are modern people and must have great freedom.

So how are we going to manage it with such a culture of sharing where you have to have agreements. That's it. No, what have they done? Because ferries are private initiatives, admittedly, now with the county council eventually, then. But it was a private initiative. It was a private one that made the ferry offer so good. Not the public one. But then they have come in eventually. I dig a bit there, then. Does a private person come and think a bit like that... More potential, while the state municipality is a little more ... rounded in a box, with those ... It probably depends on who this private person is, but he who runs the ferry company, he has driven here since he was young, and perhaps knows the needs very well. In addition to the fact that he has the abilities.

Private, it's ... You can perhaps be a little more innovative and creative than in such a public system where everything has to be processed and applied for. And he's in it. He's in it, while in the office you often sit and it just comes from above a politician or ... He felt it himself, what was needed.

So then there is probably something about how the public servants get the opportunity to be a little more outside and feel the pulse and the problems and ... Like I feel that I have a very good opportunity to as National Park Administrator. I'm out a lot and meet people and can hear what the challenges are and ... I think you should catch the ferry and take a quick look at the questions I have in addition.

The island community ... There is so much. But I think, as you said, west and east and those problems. Is there cooperation now than it was before? Or has it become more ... I think it happens very locally in every place, but you have associations, e.g. who try to cooperate with the municipality to get ... So around the island community there are associations that do nice things. And then you try to get support from the municipality where you can get it, or need it, e.g. But like that across ... So it's a bit like that things happen on every island. And that's how it is, because things happen in one place. But you have the collaboration about the school, then. And there was great resistance to it. It was very divided whether you wanted a unifying school. But some people want to keep the structure. So it is both unifying and divisive that you have to cooperate.

I just asked Thomas about it. If you have applied for money for a project, and it comes here in Kjærhallen... You say it's burdensome to have all the people, because it's at the far end. And you want you spread over there. Why don't you give the money you got, to them? So you can bet, so you get that traffic there instead. To develop it. Is it the case that you have worked to get that money? That you know an ownership? That you should bet on it here?

OK, you are increasing the number of people here, but you are not solving the problem. So is it a priority with the budgeting that we distribute it to Chekkøy or there? No, but it is a very good point. Today I had an experience in Utgåkilen with the charity there. And they say we feel forgotten. They are very concerned with the octagon now, which fortunately the municipality says they will take care of. The school that is there, which has been closed.

Because there are no shops. There is nothing beyond Vesterøy. The fishing port is not enough. It is very important. And Egersund Trål. But exactly. So, they say it themselves. You feel that they are not betting that everything will happen here at Skjærhallen. Because then you choose, in a way, a strategic location. Then you can say. But the mayor would like something to happen there. Yes. Yes, but then you might have to work a little there, then. Yes. Right.

How do you think society can improve its ability to develop? Make room for openness and creativity. And meet ... So that someone meets when they have some good ideas, with positive will. Basically. I think that the municipality ... So it probably has something to say how the municipality is organizing. After all, it is like that the public sector is a very important ...

Facilitates private individuals to be able to do their thing. So you have to have good people in the municipality who are willing to help out good ideas. I think.

In search skills, if it's about getting money... That we're sort of equipped to handle new ideas. Which shouldn't go beyond area and ... It's very difficult! I don't know, I have no answer. I'm saying the platforms for the elderly. That they come here because they have the connection and society ...

And the common interests. But the common interests do not exist for the young. And we lack quite a lot of activities. Everything from kiting ... Learning it out, for example. Or surfing, or whether it's diving, or free diving, or half-billed fishing. Everything is available here. Yes, or talk to someone who said that she lives not too far away, but it will take her an hour to get out here if she is going to walk. She would like to cycle, but she doesn't dare, because the roads are too narrow. So how is she going to get out here?

That there is not a small convenience store where she can buy milk and eggs and butter without her having to get out there. We had a shop on Øya before, but now it has been closed.

So ... No, but everything has become so expensive, and it is expensive rent. Running close shops is no longer possible. But is there a way to arrange or do some kind of subsidies? Or some cheaper alternative for those who will be ...

Entrepreneurs out here. I don't know anything about that. But I don't have any impression of it. It's every man's fight. Yes, it's a bit tough, then. It is private individuals who have to bear all the costs of taking a risk on whether it will work or not. And then you have a business fund, in fact. They have started to get that. Where they support a little about new ideas, then. But it's just like that...

A support and an encouragement. I think the municipality is on to something, but there is always too little money for everyone. I have two simple questions. How can you and your organization contribute to improving Øystein Funnell's development ability? If there is anything you can do? Yes, we have to accept all applications with an openness about the possibilities. At the same time as we have to be realistic about the framework that lies there in a protection. But the National Party board has politicians who are concerned with ...

So, yes. I think it's there that you don't just say categorically no, it doesn't work. But you should at least look at the possibilities.

Do they have a common goal? That someone wants to get here people all year round? And then there are some who are not working against each other?

A eatery, a hotel or some industry that makes money from the fact that lots of people come and invade what is otherwise our common good. Without us getting anything in return for it.

Hopefully some tax kroner will come in. But not everyone who runs a business that even lives in the municipality, has taxes here. And we don't like that. I feel that there is a lot of voluntary work here.

But it is not an entrepreneurial room where we could have been paid for?

That you arrange it for young people. That they think that they are old, we have nothing to do. But could have learned it actually. Let that money come in for the things we do. Then we can

teach the young people to think that I want to be part of this too. Instead of it just dabbling out. I don't have time to answer this, but that's exactly what we need. Something that makes the young people want to be here. I was so lucky that when I grew up ...

On that island that I'm going to now, there was someone who ran a horticulture. It wasn't allowed, now it's not allowed, but since I was six years old, I could lie down and weed and pick strawberries. I have worked every summer. And everyone out there has been able to work in a shop or in a horticulture and have summer jobs. So the young people, and even the cabin people's children, have had summer jobs on our island. It is so important that there is someone who runs some industry.

Or voluntary. Yes, it could also be, then.

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[Automatic captions by Autotekst using NB Whisper. May contain recognition errors.]

[SPEAKER\_02]

Yes, then you have signed a declaration of consent and approved that we take up the interview. Will we start by asking what your role in the island community is? Yes. I guess my role is that I am a helper and ... yes. Helping as best I can. I have an interest in this being successful, so I do some small jobs and take part in tasks.

[SPEAKER\_00]

And then a small investment. Yes. My role in it is that you ... I have been a cabin owner here for many, many years and see this as an opportunity to ...

Gaining life in the soil here again, which has been laid fallow for many years. And then, as I mentioned to you earlier, has a great interest in wine, in that I have worked with wine imports for 20-25 years. So if we can create an island community that also produces wine and creates jobs, then it is what I am interested in.

What do you think... What kind of jobs can you create for society? Point one, it creates a interaction with other players who are out here today. Through us buying rhubarb plants and what we need from local horticulture.

Which this year we have done from Botne horticulture on Kyrkøy. We have used gardeners who are established and run for themselves on Vesterøya. But who are very happy to get the extra subsidy and the job that what is out here has contributed to. That is what has happened in the first instance. We have had close cooperation with Katholine. We have had several activities ... Where Kafé Oline has assisted in giving us food. We have rented cabins and accommodation out there in connection with those charitys. So it's like an upgrade phase.

When we are up and running, we depend on having an employee on a year-round basis who takes care of the wine plants and rhubarb plants.

Whether it is an oenologue or whether it is an agricultural specialist for the time being. But you often imagine that a wine producer's season is only in spring, summer and autumn. But that is wrong, because in winter all plants must be cut and taken care of. So in the first instance then there will be at least one ...

Who has to take care of that bit. And if we're going to produce something, we have to help produce too. The aim is to have all the production out here, which will also contribute to jobs. Among the farmers who are here today, and also others who are interested in that project. So ... I don't know if you have anything more to add? No.

To quantify that there are so and so many man-years within a year is very difficult. But that it will contribute to jobs and increased interest in relation to visits etc., I am completely convinced of. I myself am, as I mentioned, a senior and in the process of retiring. And have a big network. I have already received a request for two guided trips out here in August for 30-40 people. Who are very interested in the project, and who then want a fish soup and a coffee cup down here, and hear about the project.

[SPEAKER\_02]

And it has had ripple effects in such a way that there are many local restaurants who are very interested in what we have. So it actually puts Søndre Sandøy on the map. That does it. Yes. Properly. In Østfold, at least.

[SPEAKER\_00]

And the dinner we had with the top chef line from Fredstad, it has had lots of ripple effects. So both those who attended the dinner, who was a four-course, which was just under 40 people, they fuss and ask if they can do something similar again. And others also want to see.

The combination of food, rhubarb and wine in the long term, and create an enthusiasm around it. So the interest is very great. Surprisingly great. Yes it is big. How would you describe the island community today, and the current state? As a whole?

As far as I know, not much is produced in the agriculture that is out here. There is someone who deals with apples over here. There is someone who deals with some rental and the tourism industry. But Roar, of whom we have rented most of one of the landowners today ...

In recent years has been doing a bit of potatoes, but he says it is getting smaller and smaller. He is aged 70 now. He turned 70 here last week, I think it was.

His challenge is that the next generation is not as interested in taking over. The same is true of Leif Oddvar Løkkeberg, who himself has not worked out here for as long as I know.

So the problem is that the island community in relation to agriculture is quite dead and is not run on a hobby basis and not on a professional basis. Both of the two landowners are very interested in doing something alternative, managing the land in an alternative way, which in turn indicates that perhaps the generations ahead are interested in coming back here. Son of Roar, who ...

Gullmeir runs the Porsche center in Son today. He is very interested in what the project will entail next. Perhaps not as he says he is returning as an adult man, but perhaps his children have greater interest. So it will be a regeneration.

[SPEAKER\_02]

Do you hear any interaction between Søndre Sandøy and into the other islands here? What shall we answer to that, then? I don't know. But at least I know that such as Podkafé Oline ... At least she has a very good relationship with other drivers on other islands. That is the closest I can say. It looks like they have ...

[SPEAKER\_00]

At least a very good tone. How much they cooperate and benefit each other. I guess I can't really answer that. We have then engaged in something called Hvaler næringsforening. Where I have attended a couple of meetings.

The big challenge in relation to Hvaler Næringsforening, which is a privately run network association, is that the biggest problem, they say, I have been a cabin owner here for many years, so I haven't seen from this side, is that the Hvaler people have

A bad quality in relation to cooperation with others. We say a bit silly that whalers swim inwards. Remember you have to quote too. But it doesn't work, because they are greedy and want everything themselves. But it was told at the trade union meeting I was at here a week ago.

They are not good enough at the collaboration. That is why Ytre Hvaler Vingård was highlighted as a school example, which has managed to achieve a collaboration with two landowners.

We have managed to achieve a collaboration with the infrastructure, Café Oline. The ferryman knows who we are. So if we come down with a pallet on the pier, five out of four, and we tell you to take that pallet over here, then yes in his mouth.

And we have achieved cooperation across roads. Across the infrastructure that is here, which they really appreciate.

Several represented from different industries who were very interested in us now buying the rhubarb from Botne horticulture instead of a horticulture in Sweden. And who were also very interested in how their rhubarb is doing. Maybe we also on Kirkøya have some areas where you can put rhubarb. Svanekil farm, which you have probably read about, has profited on it.

And much of the products at Svanekil are sold to renowned restaurants in Oslo. Due to the excellence of the raw materials. I have no experience from it, because I have been a cabin owner here for many years. And a bather, as I call myself. As the mayor does not want to say, because we are short-distance residents here. We are not bathers.

[SPEAKER\_01]

We get guests, they just come and travel. But we are a short-distance resident. Here it is said that the cooperation that they want to achieve, they appreciate greatly. Yes. There was some interaction with other players locally. But how about residents and part-time residents? What kind of interest can they have in Trøvalv Ingård?

[SPEAKER\_00]

When we have charity here, there is not a single person who goes up that road here, who does not stop and ask what we are doing, and who asks to be part of the first tasting, whether it is rhubarb, fruit wine or whether it is wine, alcohol-based etc. There is a great interest in it. And so is it with those who live here. As I said a bit jokingly when we were out here last year, it was a bit skeptical.

Like, what can you do about this, like? Coming about blue rush, as I say, from Fredrikstad and thinking they're going to become farmers. So, but ... But it's almost like dew for the sun now, that is. This also applies to both landowners. They have a completely different attitude to the project now when they see

What is in the soil, see the wine plants standing in the ground, and something is happening. So it is positive. Exclusively positive. Do you know if anyone coming in from Fredrikstad or other places who is interested, who is curious? Yes. We have ... Knut Harry and I have presented the project for ...

Two local wine clubs in Fredrikstad. They are very interested. We will have one of them out here in July, I think it will be. And there are significant Fredrikstad people, and some from Moss actually, who are with that wine club. To look at what we are doing now, what we are achieving. So the interest is great. Which age groups is typical?

We can share the two. There are the young people who are concerned with sustainability, organic food, drink. And then you have those who are established, who see it as an exciting project to both invest in and be a part of.

[SPEAKER\_02]

We can say from 30 onwards. To pensioners like me. And then there has been quite a bit of interest. There was a lot of interest when we were at your school. Actually. It seemed like it aroused interest with you. So you are actually all the way down to your 20s. Yes.

[SPEAKER\_00]

What are the biggest challenges is the island community facing when it comes to innovative development and sustainable growth, do you think? I guess someone is willing to take the risk that i.a. we do. That one ...

If you look at Øysandsrund out there today... What I'm saying now, I have no statistical basis for. But I think the average age of those who live out there is reasonably high. And that means that the innovative thoughts often disappear with more students who move from here and take further education in Fredrikstad or other big cities, and disappear after that.

So ... there is probably a lack of perhaps getting things started. Now there are probably more people betting on Hyltøya or on the others, but Søndre Sandøy is small, then. So we have ... I read an overview that it is not an island community that has more established painters and artists than Hvaler, apparently.

That's amazing. And they also create their activity. But in relation to a project like this, where you continue to work on 20 goals with ... Or now we have more, we have 25 goals.

With land that is managed in a different way. A risk-taking capital is required for that. And we don't know if we will succeed ... We are convinced that we will succeed, but it takes time. Do you see anyone else who is a bit on that front today, or where they are willing to take action?

Yes, you see on Kirkeøya, which I got more introduction to when I was at Vale Næringsforum, you see that there are more people getting involved in everything from janitorial services ... It's just a young couple who had established themselves out here. Moved out. Coming from northern Norway, I think. And started male and female business, two young people aged 20-25. ... offers to clean houses and laundry services, and has been through an establishment phase. Now the order book is full and able to live off it. To property investors who build food behind a builder on Kyrkøya there, to warehouses etc. A company called Holmskau.

In Fredrikstad, and which has already sold 10-15 modules like that to store everything from boats to tools etc. There is a lot of activity out here that has happened during the last two or

three years. And Hvaler municipality is very keen to get more beds out there for all the cabin owners who are here.

They are cold beds when we cabin owners are not here, and there are very few who rent out. Because you want it for yourself. There is so much discussion about hotels out here.

Those who get it, will also mean that we get a completely different form of tourism here than just the day-to-day tourists who are here today. A lot is happening out here. So there is a lot of positivity. Also from the municipality's side, I perceive. Yes. There is a cabin owner here himself. Yes.

Do you think it's something you 4800 can do to contribute? I think we can do a lot. Through the infrastructure that we have built up out here, today everyone does their business out here, instead of doing it in Fredrikstad or the big city they come from.

And I see the fishing industry out here, both through Utkålkilen and the fish reception at Skjæranet etc. At least they have managed to get me as a cabin owner, and more people like me, to shop locally. That is, what is best locally.

I think the cabin owners are also better at the years when the different nurseries out there profile themselves, so the plantation does not come and remove everything that is of nutrition for the three or four nurseries that are here.

I think both Hvaler cabin association and Hvaler business association are better and must become better at telling all the 4800 cabin owners what is there. It was told last week that something is being established now that is up and running, called Ditt Hvaler.

If you go into your Hvaler, you can apply for everything. Carpenter, plumber etc. And what you get then, are those who are established in Hvaler. You don't get the big companies that are outside the city. So a lot happens, but awareness is created.

I also don't ignore the fact that perhaps as a cabin owner, I can look at myself, you have to become better at sharing that home with others and renting it out. For there is a great interest in being at Hvaler, not just in July-August, but all year round.

Whales have a lot to offer in relation to nature, light and proximity twelve months a year. But are much better at marketing it and doing something about it. There I think we cabin owners also have to contribute significantly.

[SPEAKER\_01]

We just have to supplement. Yes. Do you think we can do it fine? What initiatives has the island community taken previously to address the challenges of innovative development and sustainable growth?

[SPEAKER\_00]

I don't know that well enough. As I have been a cabin owner all along, I have not gotten involved until the last few years. But ... Take it again. Ask for it. What initiatives has the island community taken previously to address these challenges?

Goods trade has been good at addressing and informing about their offer. Whether it's restaurants or grocery stores etc. But it's a short season. It's tough to run only at a short time with what I've called former bathers.

It's one thing to go out to Spar or Kiwi here ...

In June-July, where we are unable to get the goods quickly enough on the shelf, and where the substitutes work all night to fill up with goods, rather than coming here at the beginning of January, where there is an offered expired date for meat purchased at half price, etc. So we have a challenge to get this year-round piece like that.

Skjærallen in particular, the infrastructure in relation to parking and car traffic and environmental awareness, it is ... It is a challenge that can be solved, but it takes its toll. Which is being debated a lot in the media now in relation to the electric ferry coming from January next year. Without us becoming part of that debate? Yes.

[SPEAKER\_01]

How do you think you could go forward if you would take a step in the right direction? We visited that cabin owners could hire their cabins. But as a whole, as a society, what could Hvaler do to get ...?

[SPEAKER\_02]

I think ... No, the first thing that comes to my mind is that I have heard that it is very difficult to build new things here, and very difficult to create innovative buildings and things like that. I think Valer municipality should perhaps go in itself and let up a little bit on what is allowed and what they are allowed to do.

[SPEAKER\_00]

Maybe build some ... That you get to build extra devices on your property with rental objects, then. I also think that if you look at what other small island municipalities and other mountain municipalities have achieved, I think Hvaler has a lot to learn from them. Not just sit ...

Not just sit and watch Hvaler by itself, but if we take the example of Trysil, which has approximately the same number of cabins, but in a significantly larger area . I think I'm sitting in a cabin association up there, and there are probably 3,800 cabins in Trysil.

10-15 years ago it was seen as a pure winter destination. In the same way as Hvaler was seen as a summer destination. If you travel to Trysil last summer or now for the summer, then Trysil has managed to get a year-round destination.

Through, for their part, developing cycling tourism, climbing, and using the infrastructure that is in relation to the ski resort to use it alternatively to summer tourism. Now I don't have a number in my head, but there are an insane number of summer days up there this year and last year that they didn't have eight or ten years ago.

But then both the industry up there has actively advocated it, and then the municipality has arranged for it. So Trysil municipality has been insanely good at arranging for summer tourism. And some of what Jan said here in town.

Now in the summer, they provide areas to get artists there, which are not the artists along the coast. And they contribute a lot to the cultural community to get summer tourism up there. In addition to winter tourism. And where they also include what we work with here. It is short-distance food.

And whether it is everything from the moose that has been shot in the field up there, etc. They are very good at that bit up there. And developed to become a year-round destination. And may

go ahead as an example with it. But as he the mayor says, there are a lot of preconceived things that he had to put behind him in relation to regulations.

And areas that are used, etc. So what they are struggling with up there, which is probably here too, is that they want to get year-round jobs.

Before, the Swedes and Poles came and worked at the ski destinations. When they disappeared, they did not tax the municipality when the winter season was over. Their goal now, which they are about to be promoted with, is to get year-round destinations up there. I think Valer municipality has a lot to learn from working with other Norwegians. Take Lofoten, up the coast.

[SPEAKER\_01]

Where there is also a lot of tourism and cooperation in another way. How do you cooperate here today to promote innovative development and sustainable growth? What are you doing? You already have some cooperation, but when you look at others, maybe ... What do you see?

[SPEAKER\_00]

I think, as I mentioned earlier, that here, which I first discovered half a year ago, Hvaler business association, or as it is called, is an arena where both networking, cooperation is carried out, you even tell what you have achieved. And through that you can cooperate with my example with Svanekil farm.

You have to become significantly better at not sitting on your own toe, but gathering. Not only in a municipal context, but in a business and tourist context.

And there too in ... what is it called ... Hvaler-Fredrikstad, where Maya is responsible. Visit Hvaler and Visit Fredrikstad. They have done a great job of getting it on the map and making Hvaler visible as well, in addition to Fredrikstad.

There is one tourist population that we are looking for. And also go a little outside the local borders.

[SPEAKER\_02]

But there are lots of foreign people who are also interested in the nature we have up here. Like the investor who bought Papperhav. And there is always noise around the Åttekanten school. He seemed very interested in getting synergy effects, just like we are. So I actually think that for you to get such an old island community, when the population starts to get old, or the people start to get old.

Then I think it is healthy to bring in someone from outside. With both capital and interests and views, so to speak.

[SPEAKER\_00]

If you look at the cabin tables out here, there are a crazy lot of resourceful people who ... And you shouldn't come from Oslo for being resourceful, that's not what I'm saying. But if you look at an example that was eight or ten years ago. Then we had a very recognized restaurant chain called Bølgen og Moi. Which had several restaurants in Oslo and ...

Also in Kristiansand. What Moi did then, was that he took an old, disused mill out in the sea gap. Then he established a fine wine restaurant, which became a success in the summer months.

When he managed to achieve it because an arrangement from the landowner, who owned this, and from the municipality, who gave him a liquor license etc. It is an example that it is possible to achieve things by to ...

Moi is from Kristiansand itself, because it has primarily run its chain in Oslo. So by using resourceful people who are willing to make an investment, but who then have to be facilitated for ... Now I'm not saying that Hvaler municipality does not facilitate, but they must open up for it. As the example that Jan says, this investor who is originally from ...

You are from Oslo, right? Yes, at least Oslo. Who then buys a disused port area and rebuilds it and invests a lot of money to rent some boating places. Primarily. But also renting ten-twelve rooms, wasn't it? Where there can be mini-conferences etc. And shop. And he is genuinely interested in ...

The local community out on pops. An example. He came in a year ago, and otherwise it would have been a wasteland going forward, unfortunately. And then he creates an experience center. Yes, he has also invested in the rock center located in Trondheim.

The visual center located in Trondheim, where you show the history of rock. And he wants to create an experience center out on paper, in relation to marine biology. It is something completely new and innovative. Which I had never thought of.

And sustainable. And take hold of the interest that is in the youth. And parts of this one should also try to carry out at the part of Otterkanten school in which a lot of money has been invested. An experience center. But an experience center that is not based on rock and music, but which is based on marine biology and the fauna out here. What do you think is in the way of more people like him can come out here and try?

[SPEAKER\_02]

What's the matter? Or what is the possibility? So ... What is in the way is that those who are sitting on the resources, who may not see it, and who are very skeptical of people who come from outside with money and such, and that they do not get to or want to cooperate. Rough, what you talked about in town. Last year you wondered what we were doing, or what the hell, what is this?

This year there is a completely different attitude to it, because now they see the building, so to speak. Or parts of it, the beginning of it. So I think that ... The obstacle is probably those who live here, who sit on the resources.

[SPEAKER\_00]

Yes, I can imagine that. Just on something new and openness. They've been out there for generations and ... Skepticism. Something new.

[SPEAKER\_02]

What are they afraid of? Is it to change the culture here, or is it ...? Maybe. We humans, we ... Many people are like that that change is not exactly the best. It's not safe? No, it's not safe. Would like change, as long as it doesn't affect us. Yeah, right? Right?

So I think ... I come from a place that has been the same, where there is a place in development now. But there has been very great opposition to developers and things like that. Because they thought they wanted to destroy it. But what they have done is beautify the whole area, quite

simply. So I think there is something ... It is probably a challenge here too, I think, or in other island communities.

[SPEAKER\_01]

Yes ... I've been right through it. But do you have anything more to add to how you and your organization can contribute to improving society's development ability?

[SPEAKER\_00]

I think it's a bit of what we're talking about. That there is openness around it. And that there is talk about it, writing about it. I think that project here, which I have experienced myself, who is on the neighboring island here ... A cabin owner came to me here in ...

In connection with a wine event I had, he says hut why can't we start a wine farm at church? We have the same soil, right?

It doesn't take more than they see that it is successful here. And if it succeeds here, then it is, if it is not Riesling grapes, but there may be other things that succeed in there. Because as he says, I know the farmer here and the farmer there, and the land is fallow. All he does is make fodder, and he doesn't get much of that. So I think so.

We see, we who are in the project, the four of us plus Jan and those around us, that there is greater curiosity.

As late as last night I received a request from an editor in Sarpsborg who wanted to write about it in a summer magazine. Here in March I received a request from Yrkesbonden, i.e. a magazine, if I could tell about what we do in Hvaler. So, it's spreading. So you talk about it, we talk about it, etc. So ...

I think that you will see, whether it is apples or whether it is fruit, I think there is greater and greater interest in the sustainable, short-distance within food and culture, for that matter, going forward. A kind of inspiration and curiosity-provoking? Yes.

And I, who have had a cabin out here for 40 years, am in admiration for Svanekil farm, when I see the whole family putting potatoes in the soil from two to four years. And that's what you've achieved out there. It's absolutely incredible. Another thing that I think is wonderful about Hvaler, is that if you go behind here like that, it says you can buy eggs.

They have confidence in you. Svanekil farm has a booth that stands up all year, where you can go and buy vegetables with just tapping or putting the money in ... I had a visit from a sister-in-law who originally comes from Mexico. Here out for a ... last autumn, and then I showed her around the island, etc. What is going on here? There are eggs here, there are food plumbbers here. What is that for?

And then they say that it would never have happened in a middle country! They had strengthened everything that is. There is a trust out here. And it is there. So ... It is a wonderful society in relation to the bit that goes on the locals who live here, and who dare to bet, which I feel Svanhildkil has done. Huge. Do you think it can make it less scary for ...

Those you talked about earlier, who may not want that change either? That they see that it might not be so dangerous to let people in for a bit? No, I think it has a positive effect. And we can take the example of someone who passed by here last year. Who we also passed by last Sunday, when we put on rhubarb here. And then an older fellow comes over to me and says ... Åssen, how was it with those plants last year, then?

And then I show him those plants like I did in town. 'Oi, this is going to be good', he says. But the starting point was that he was skeptical. And then he sees ... What are all those bags for? 'Yes, that was probably smart.' Right? So that skeptic, that guy was significantly older than me, so let's say he was close to 80, then.

He had a completely different glow and curiosity this year. There was nothing negative last year, but it's like ... What is he doing here? Without knowing the background of the person etc., but he was one of the permanent residents out here, I understood. So yes, I think so. There are some barriers that should ... But it is, without putting an end to it, it's a crazy lot of work.

It's just a tiny bit. All of us 26 who were here last Sunday, we have a backache. Yes. You haven't talked about the jante law, have you? No. But it doesn't exist here. You have electricity there, but not there?

[SPEAKER\_01]

Finally here ... Last spurt. How do you think the island community can cooperate better with surrounding communities and regions to achieve common goals? Without us having defined those goals, perhaps. Shall we start there? What are the goals? What are common goals?

[SPEAKER\_00]

The common goal is whales and sustainability and jobs and the infrastructure that is out here. More year-round tourism? I would perhaps see that as a prize. And facilitation for summer tourism.

Further than what has been done. But you feel that it is a political discussion, which I personally think is wrong, between Hvaler municipality and Fredrikstad municipality. When you go about the environment and dumping mass, etc. So I personally think it's very sad.

Two municipalities getting close to each other, unable to cooperate better with the environment, which is our archipelago and what it is. Without it becoming anything political. I think the municipal politicians must also look a little over their borders and cooperate in a completely different way. I think it is absolutely fatal that people should discuss and dump dredging in the archipelago when Pinse has options to do on land.

Which is perfectly justifiable in another way.

[SPEAKER\_02]

Certainly not a good answer to what you asked, but they have to work together in a different way. Did you think about when it comes to tourism, providing synergy effects and marketing in large areas that go beyond Hvaler? Is that what you thought of? I don't want any way with it. I'm just wondering how you perceive the goals Hvaler has for the development going forward.

[SPEAKER\_00]

I think Visit Fredrikstad and Visit Hvaler are doing a great job to get tourism here. And perhaps also have more focus on year-round tourism going forward. But ...

Year-round tourism dictates that you also have to arrange for it. There is a small proportion of people who are interested in traveling to Hvaler in the winter to see the nice light. You have to arrange, as I said earlier, as Trysil has done in relation to summer tourism, whether it is cycling or whether it is river paddling or what it is. You have to be arranged.

Something in addition to just looking at the beautiful nature. What we do know is that there are a lot of anglers who are out here in late autumn, early spring and winter. Who think it is an eldorado to fish sea trout, both one and ten pieces, during a day. But you have to settle for that too.

And it is an area where they have their own Facebook groups, where they don't tell each other where the best fishing spots are, because they sit like that. It will also be wrong. So you have to have greater transparency. The cooperation between Søndre Sandøy here and the other archipelagos in Hvaler municipality, what must happen to the cooperation there?

To be able to reach goals together? It is, as Jan mentioned in town, that the traders cooperate at the crossroads and do not see each other as competitors. And that is the restaurant industry.

They can contribute and help each other a lot. Everyone shouldn't have ...

the same short-distance food on the menu, but they can work together. Be special in their own way. And that also applies, if you take something as simple as the nurseries. If the nurseries, the few who are out here, cooperate, then it will also counteract the plantation coming here, as an example. And if the plantation comes here, then the locals are gone.

Raised above any doubt. It is to achieve cooperation at crossroads by the islands. And not see each other as competitors. That fear of the plantation there, is it ...?

Is it specifically for horticulture and that type of industry, or is it also for other chains? There are other chains, and the best example of that is Rema and Kiwi and Coop Extra. They are fighting to be closest to the bua. It is a project that comes as soon as it comes over the Hvaler bridge, where they

Discussing where the landowners have agreed to develop that area, i.e. which is located by Stokken marina. And ... I happen to know one of the property developers who is there. And the first thing they got a phone call from when it was public that they were going to create a business project there, it was contact from Rema, which established a new shop, but it is furthest in, then, at the gas station, three years ago.

They were willing to pay anything to establish a REMA. Because then they were first on that trail. And that says something about commercialism in relation to the big ones.

Now the local traders who were out here in the old days weren't able to operate sensibly in terms of the year, but there are more than the plantation, then. But the grocery chains have made their entrance. But there are probably also other industries, without my knowing well, which could eradicate the locals that are out here. Yes, but you see it as a ... ?

A challenge and opponent more than anyone who can get in with the capital you mentioned earlier behind. I think it depends on what the individual wants to do. The investor that Jan mentioned in town, which was in relation to cardboard ... Cardboard has become a littering site compared to the fine harbor marina it was in the old days.

And there have been lots of discussions about landowners, the municipality and what needs to be done etc. There a guy came in and put x number of millions of kroner on the table, but had a plan behind it. He wasn't just looking to create his own castle to build there, etc. He wanted to further develop what has once been there.

Create a good marine, with offers of lots of boating spots. Offers of accommodation, kiosk, shop options, etc. So ... They are welcomed. But if Rema were to build there, I don't think you would have been able to either. And they are not interested, because it is certainly not black enough.

[SPEAKER\_01]

Then we have been asked about what we had planned to ask. A question for someone who was on the seven. I didn't get to answer it. I don't think you got that far. You went from six to eight. No, I stopped by. Asked how you and your organization can improve society's development ability. Didn't you?

[SPEAKER\_00]

What I took as an example of is to buy locally, like Bortne horticulture here. Use local nurseries, as we have done. The two employees we had out here last year. We have close cooperation with Ferjemannen and the infrastructure that is out here.

Again, she gives an openness to other initiators who are out here. As I mentioned, with Hvaler Business Association, which was then represented, and where he, one of the generations Svanekil, came and asked me about rhubarb, and was curious about it. So ... There is an openness and curiosity about the projects.

[SPEAKER\_02]

Is there anything else you would like to ask? No? Is there anything else you would like to add... You are on to a topic here... Any personal opinions, or something...? No. I'm just looking at what the boys started with... Was it four years ago you started talking about it, right? Three-four years ago.

From an idea to probing and getting started, the project undeniably looks very exciting. And what we have talked about with interaction with others around the island here. And other islands. So no. Very exciting to see the continuation.

[SPEAKER\_01]

I got a question when you walked in that way. Is it important to you that the changes happen? That we get that development and manage to achieve more activity in the winter months. Do you think it could affect your organization positively, or would it have any effect?

[SPEAKER\_00]

Yes, I think so. If you go in autumn when it's cold evenings and maybe not as relevant to walk around the island. If you look at the industry I come from and have worked with for the last 20-25 years, then we have our best period in relation to ...

It's like running a restaurant in autumn and winter with what we call 'winemaker's dinner'. Then you deal with a restaurant and put wieners to a four-course menu.

In autumn and early winter. Three or four such activities where people come from Fredrikstad. Admittedly by bus, his name. And there are 30-40 people each time who carry out Vibe with Kerstiner, which is then ...

A session where the winemaker stands and tells about his wines in relation to the food, which is then not local to his examples, but which provides an extra activity and a profitability where the restaurant is otherwise empty. So I have a lot of faith in that. Kaffe og dine has asked us if we can

Complete one like that now in October again. We have limited space there, but you can drive several times. We were 40 people last time. And they paid ... It wasn't the world's most

expensive dinner, but they paid a thousand. And then they got out here themselves and taxi home etc. So there were 40 people who sat at the table. Extremely cozy.

And it was particularly fun too, because then there was a top chef line here who had to present the dishes themselves. And those students and waiters, they were a bit like Czechs. So it creates an activity. And it creates an awareness of what is in the soil here, then. So they had made two rhubarb-based dishes which were absolutely fantastic.

So no, I have faith that we will achieve greater activity in the extended season. Then we will have something to harvest, those grapes too. It will be done in the autumn. In Vardøy Næringsforening there was loneliness ... I don't remember the name of him, a peaceboy, who runs Storm Østers.

And they pick Pacific oysters out there, which they sell to the restaurants both in Fredrikstad and in Oslo. And he said to me ... He has a bunch of divers who go and get ... I think he said they get NOK 45 for each Pacific oyster they pick. And cold and bad it is. But he said that our divers there, they like to pick grapes for after the autumn. And then you get a combination. And he wants to ...

He has established himself with him out at Bigfish, but he wants a collaboration with a place, a local out here at Søndre or at the church, which is in the nearby of the water, where he can clean these quiet areas. Go in such water vessels and be cleaned.

And are looking for a local who has an opportunity near the water etc. Who wants to create jobs. Despite being in Fredrikstad, he got a first suggestion on the Vestfold side two years ago. So the Pacific oysters, then you can talk about short journey and difficult people of Hvaler ... The Pacific oysters that he picked here at Hvaler ...

Last year, and he started last year, he drove over the fjord to Vestfold. And then he has such a water vessel that he cleans it on there. And then he sold it to restaurants in Oslo, etc. So he looks for cooperation. Brilliant.

I remember when I came here a couple of years ago. Everyone swore over the style accessories that you cut and all sorts of things. But as they now pick, so it's ... Yes, they pick a reasonable amount. So it's not the same problem anymore. And then you manage to take advantage of it. Special delicacy. Yes, well. Then I will conclude the interview there. Nice ending.

#### **Audio-recording-2023-05-04-0931-104234.txt**

[Automatic captions by Autotekst using NB Whisper. May contain recognition errors.]

[SPEAKER\_04]

Yes, then we can actually start with ... What is your role here in the island community? Yes, in terms of profession, we run a taxi boat company here. Yes. So ... I do. It lasts a long time here. How long have you been running that taxi company here? Winter 17-18. Yes. Was that when you started?

[SPEAKER\_05]

How would you describe the island community as it is now, and the state it is in now? The state is fantastic. Lots of beautiful nature and beautiful untouched places. And that's what a lot of old

culture can see. For those of us who know the history of this country, it is of course different than what just comes here.

That the family is 500 years old, so it will be a little different than when dad visits. What about people coming? Tourists and people who live here. Is it very small? No, the tourists are welcome here. Everyone knows we make a living from them. It's nothing to hide, is it.

There will be a lot of different interests towards a small population, then. Who will manage all the 50,000 who have great interests and opinions about things.

When I'm interviewed, we mustn't say anything crazy here. I'm interviewing us, so now we mustn't say too much. When the sales are to be said, it is wise. When the sales are to be said, it is wise to stay quiet sometimes.

[SPEAKER\_04]

What would you say are the biggest challenges that the island community faces? Which applies to the innovative development and sustainable growth and all that? Yes, I have thought about that a lot. And there are a lot of special interests here. Both public in the form of ...

[SPEAKER\_05]

Free right of use in the trade zone, for example. Lots of things like that. Very rare rocks. Lots of culture and history. To which there are great resources. In many cases. Which is also backed up with a lot of written law. Or written guidelines for what is right and what is not right.

And when it comes into conflict with ... After all, it must be possible to run this. And then in addition lots of private interests. As some try to change those rules, and others get ruined a lot of the potential that could have been ... So that nothing is created in peace. There will only be arguing.

It's like a terrible home for Hvaler municipality. I understand that. I think that is the biggest challenge. When it turns out in the form of neighborly conflicts and border conflicts, all sorts of strange things, which is actually about ...

That the municipality administers regulations that are confidential and must be clarified. What is important, what do we want and what do we have to do? Do you have any more concrete ... Are there any special issues you are thinking about?

There are a lot of things. Because it goes through ... No matter what you turn around here, in small things about where the border with the neighbor goes, or who has promised to have a floating jetty, or things like that, then it is the same things that are in the picture. Because there is a plant growing nearby, or something like that. But I can take what I know, then. In my table, it is like that that I am in a very vulnerable role when it comes to responsibility for passengers.

If you were out with your leisure boat and had to jump from the rock, sort of... Then nobody says anything about it. It's kind of like that, that. But when I drive people, it's... It's a great responsibility, then. I will have a system that this is safely in use. I am not allowed to ask mother to jump from a rock, really.

If you understand the problem, then? Yes, I absolutely understand. Then there are demands that piers should be designed universally and such. Then you have a thing that is completely incompatible with everyone wishes to preserve everything possible and leave no trace. So I drive people, but they are at their private piers.

But if I drive a school class cabin somewhere, and then we use the pier for something, I don't know what kind of agreements they have about the use of piers and such... I'm driving there, sort of. It's not good. It should have been ... It should have been organized and made some proper piers that were for people. Yes. I understand that. Yes. Because it doesn't help with the right journey or you can't get ashore.

[SPEAKER\_04]

Yes ... So if we continue a bit on this, then ... What initiatives do you feel Hvaler or the island community has previously taken to somehow address these challenges, then? Hvaler has done an incredible amount good. Yes. But there has been a lot ...

[SPEAKER\_05]

Preliminary fighters within various ... Hello, hello! Within various history clubs. I don't remember what it's called in Riparta. But they steer things up and get funds. Great, for example. But it's like that ... Volunteering working with the public in a good way.

[SPEAKER\_04]

You mean they're good at that? They are very good at that. And achieve a lot, and it shows. That's good, then. That people notice that there is actually a difference. There is a lot being done out here. How does the island community cooperate to promote innovative development and sustainable growth?

I've said that before. It hardly works. Because it boils down to a lot ... Lots of small details left? It boils down to something that is not sustainable. But if you go to the improvement, then ... So how do you think the island community or Hvaler can take them, you?

[SPEAKER\_01]

Taksifotn? Hello? Hallo, yes. Taksifotn. Yes.

[SPEAKER\_05]

On Saturday there are a lot of summer guests, but it depends on when you want that job. Is it now or throughout the summer?

But ...

[SPEAKER\_01]

Yes... No, but it will work out, that.

[SPEAKER\_05]

It's good. Have a good time. Hello, hello. You're going to paint a cabin, you, and 25 trips up to the cabin, then? Will it be good money? Yes, we're just trying not to be here and make a fuss, then, when the poor man has to pay.

[SPEAKER\_04]

How do you think the island community can prepare its ... Improve its development ability? They have good cooperation with volunteers. But what else do they think they can do to improve? Yes ... First of all, it is like that you have to agree on ...

[SPEAKER\_05]

What is expected of the future? Yes, yes. It is like that in this world that those who make the plans, when they finally get to the point where it needs to be realised, then the things that they took into account and thought about, they may have been completely forgotten. Who lived in that brewery house that someone wants to take care of now?

You understand.

Most likely located in an old people's home. We opt out of it, sort of. Via that you are bought away from it. So that the community's great interest in what is, just becomes a forgotten matter.

Yes. There will somehow be nothing proper out of it.

15 different other landowners sitting and meeting, right? It depends entirely on how it is matched by the residents' power in relation to ... So power ... Role in this system. Like typically now, then. If you want something to happen, what do you do? Yes, then you get the business community up and participate in things.

Which would then have been answered by the fact that the person who lives here should have had something called Aveis Hvaler. Where everyone who lives here should have enough shares. Because otherwise you're not in the picture when you get to the law. Yes. You understand that. You're not, you know. You're not in the picture if you're not a company. So ... It could somehow help that ...

That they had heard from those who live here now? You get a bit philosophical, then. Yes, I understand that. But at the same time there is a point, because if you have an area that could become a hotel ... Great. I know of completely different places on the island.

And a thousand times better than what they are doing here, being exposed and building into the sea when we build what we love ... Then you have a huge island that no one is confused. Had the landowner been interested in buying a hotel, then a hotel would have been investigated. He may not have any kroner that he hasn't investigated yet.

If you take it as an example ... Say that Vardø municipality has a plot of land that could have been a hotel. Had it been possible? No. But if we who live here, had had company, us who live here AS ...

Then we have achieved something sustainable. Instead of arguing. Got it? Yes. But you can't do it because it's just individual people? We can't do it because the system we have ... It is very old and bases on democracy. Which in turn is based on that every man ...

Yes.

[SPEAKER\_04]

If we look at you again, then. How can you and your organization, like the taxi boat, contribute to improving development skills here in the island community? At least I can contribute by surviving with what it is, after all. Because that is my role. When the ferries leave at ten in the evening.

[SPEAKER\_05]

You are not a nuisance. Then it's you, like. Yes, it's nice for me, that, but at the same time I'm in a hostage situation. Which I feel I can't go anywhere. Yes, you feel a bit that you have to, like? Yes, actually I do, because if they call me and say I broke my arm and am on an island, then I can't just say no, I don't bother. Yes, but I get it.

It ends up with the opposite activity. Zero restaurant food, zero alcohol, zero social activity is only here on the pier. You are actually a very important role when it comes to the ferry. I remember how many of these are about. No one but me has. How could they have it? Yes, you are somehow responsible for it.

Many examples. I can tell you one thing. New Year's Eve last year ... Or was it last year? It was New Year's Eve last year. Then the phone rang. It was a girl who had been to a cabin party. There were some boys who were not kind. Then the girl's mother called me and was very happy that she had found someone to make a phone call.

The only thing she has as a point of reference is a picture she took with her phone. I was out when I found her. Then she had run out of power before I found her. Who would have found her if you hadn't been damn well known? When you go out from a picture, somehow ...

You have a very important role like that. I showed you that role there. Important and important ... You agree that no one sees everything you do? You have picked up many. I have been asked out to cabins by some handsome boys who are not as handsome as the girls who call at two in the morning.

[SPEAKER\_04]

So it could go wrong, like, if you hadn't been here. I can't say too much, me either. No, no, I get it. But I understand more of your situation and how you feel, in a way. So it's very nice. Then we come to the end here. So ... How do you feel the island community can cooperate better with ...

[SPEAKER\_05]

The surrounding society and regions nearby to achieve common goals, e.g. It is very much up already. That's what's here. But to understand that at some point there are too many in one place ... It can't be pleasant. It will be a side in a barrel.

And the question of NOK 100 is then what on earth could it be? When you have an island like this... I don't know how many meters church is here. It must be a few thousand meters? So everything must take place out at sea, outside the water? In the most weather-responsible place behind Denmark?

They have suddenly discovered that I am moving forward and deter right after the bus harbour. They haven't been there, have they? No one has been out there that I'm doing, in a boarding house and driving a boat. They must have been there in July. I get it. Then I don't have the perspective there, sort of.

Do you have any collaboration with tourist associations or travel agencies? I am a little blame for that myself. That I don't have advertising. Because I'm alone with that shop. When I start it up, you can't start by investing in this with scooters that cost your shirt, and then have it lying around all winter.

That's why I didn't want too much advertising. But I may have been a little too modest. But you're doing like it is now? Yes, but summer has had so much to do. It could have been

organized in a different way, for example. Then you could set up the race in a slightly different way.

[SPEAKER\_04]

So... I understand. Is there anything else you want to say, or?

#### **Audio-recording-2023-05-04-0931-151243.txt**

[Automatic captions by Autotekst using NB Whisper. May contain recognition errors.]

[SPEAKER\_03]

Then I'll just get started with ... What is your role in the island community here on Vardøla? I would say that my role in Storm Østers is probably as a type of entrepreneur who then takes a

...

Unwanted species turned to a resource. We work with Pacific oysters, which no one wants, except us. We work with it both as a delicacy and as a different product later. So we use the unwanted species of archipelago. So I would say we are an innovative entrepreneurial company.

And how would you describe Hvaler now, the island community here, and the state it is in now? I would describe Hvaler as a tourism destination or cottage municipality. With a little too little focus on employment, other than brushing the bathing horses' cabins. We will change that. So our goal is to have a business inside a sheep ...

Yes, right.

That it is a challenge? Employment. And that is what the municipality is a bit keen on. It is really getting more people to live and more people to pay taxes. I believe that ... To get the best out of ... It is far out there. So I believe that our employees will be living in Hvaler. And that is a bit of the challenge for young people to move from.

Yes.

[SPEAKER\_01]

But other than people moving to big cities and such, what would you say are the biggest challenges that the island community is facing now? When it comes to innovative development and sustainable growth and that bit there.

[SPEAKER\_03]

I think Hvaler is struggling a bit with its infrastructure because lots of cabins are planned. Many of the facilities are located fallow all winter. And then it is really planned that you should have quite good advice to be able to establish yourself here. Now there are good obligations.

It should be possible for young people to buy a house, but prices are still high. Buying a house is not for everyone. To solve those challenges, such as e.g. that it is expensive to get a place to live here. Which initiatives?

You have Hvaler taken earlier, e.g.? Trying to solve the challenges that are here. I understand, or what we have realized now in the last year, is that it has actually has been ... It has been ...

We have had, after we moved address of the company, to Hvaler ...

Then in a way we are a Hvaler business. Because we were established in Fredrikstad before. But you have moved the address here and are in that way seen as an actor at Hvaler. And a painting business. And I think that is an important issue that the politicians have been good at being clear about. And I think you should be even more clear about that. That here, in order to get the support you need in the elections, you must have the suit and be established here.

[SPEAKER\_01]

And how does Hvaler cooperate to promote that development? The innovative development and sustainable growth? Something other than that they must be a Hvaler company. But what do they do to promote it more, then, sort of? Difficult question, really. But at least my opinion is that

...

[SPEAKER\_03]

There are short lines. It's a short way to the top. We can call the right mayor, we can call the business manager. We can call the right people to get answers to the questions we have. And then of course, like everyone else, there are very long and difficult processes to get things developed. But it is a gang problem everywhere. It is not unique to Hvalerød.

But I understand that, especially after the Hvaler conference last week, all the parties and the municipality are business-focused. And I think that is very important to get young people to establish themselves. And then they have to operate to establish themselves. Absolutely.

[SPEAKER\_01]

It is something they do to improve their development, by promoting it. But what do you think they can improve their development ability? Now I'm quite blue. Quite right-wing. I am a Labor Party municipality for the moment.

[SPEAKER\_03]

I think even more blue shirts in the municipality are good, then. To show what companies can do. And see what the companies contribute in tax revenue. And one thing is the cabins. After all, they contribute to a number of carpentry and electrician companies and plumber companies.

But they leave a lot of money in shops and restaurants. So just what the restaurant industry leaves in tax, it is a very high proportion of the total tax. But there are many instruments you can provide. And Hvaler has a business fund that you can apply for and get money and support for establishment.

I think that is good. It should probably be even higher. And then I get to talk a little softly about it, since I didn't have time to apply for it myself this year. So I just have to owe myself to that. But having continuous business funds, various funds that contribute money for establishment ...

Maybe Innovation Norway should have had such a side office, to see what kind of industry can come. Now simply ...

I don't know what tools you can offer. Everything from tax breaks to lots of stuff during the establishment phase. You should be able to do that easily, I think. Then you have certain municipalities up in the north, Bø among other things, which offered lower ...

Wealth tax. It was a very good stunt, even if it didn't work out. Bjørn Dæhlie moved a bit, and made a certain ... But he has already moved away from there again. So it's a short-term stunt. But I think there are many means you can use. But it's about having ...

[SPEAKER\_01]

Predictability for the industry, then. Feeling that you have the municipality behind you when you are going to establish yourself. What do you think then that Hvaler municipality, if they were to do something ... It would have been a dream scenario, sort of. If you ignore the fact that yes, it might not be possible if you think that everything would have been possible, then what would you that they should have done?

[SPEAKER\_03]

I get to speak for our own part, which is coastal and water-based. So for us it is about commercial areas along the water. Which is a contentious topic wherever you come in Norway. But for our part and Hvalers municipality, which there have been many rumors about that they sold their ports to Borg harbor ... There it may probably happen that they should have been stricter in relation to being able to sit and be much more ...

With a greater proportion of the management of what is to be developed in the ports. So that it does not just become rubber boats in all the ports. But that it is actually fishing boats and industry that are prioritized, then. Yes. It is mostly bathers and fishing boats that are prioritized. But I think a very important proportion is to get ...

Give more support and opportunities for young people to establish ... Now we have the fisheries line. Now we don't have that much fish, but we have shrimp and oysters and a lot of stuff. But to help young people to establish themselves in a type of business fund, cheap business loans for the purchase of a boat ... What we ourselves want to connect to us.

At least two young people from the fishing line who will be with us in our oyster adventure. But none of them can afford to buy a fishing boat. The fishing boat costs three and a half millions, and when you are 19, you should buy an apartment and a house, not a fishing boat. So favorable business loans for young people in the establishment phase, or even better type of apanage for people who want to bet.

And also maybe try to have a kind of godfather system, I really believe in. Where young people can skip a fishing boat with an old fisherman, who really doesn't want to fish anymore, but sits with some knowledge. Then it can be a kind of swap, so the municipality can go in and buy the young fisherman's share. And then maybe the municipality can even continue to own that share, but the goal is to get ...

Yes. Good. If we look at your company or organization, how do you feel that you can contribute to improving development skills? We have a goal now ... Now we only have a small boat and some trifles.

So we are in a bit of an early phase. But on the other hand, we will have at least ten employees within a short time. We will have commercial property that we do not necessarily need to own. Preferably together with Borg harbor.

I think that in order for us to tell a real story about the product we sell ... I brought a certificate that shows what we do. So we deliver them here every time we deliver oysters. Then we have ... Which of us has picked? Elin has picked. Now I don't have the oysters with me, but

congratulations to Elin. Where we have picked, and where we have picked, and cross on the map we have picked. It is in the National Park.

And it's about us telling a story that Hvaler should be proud of. We are building a new product. We have Hvaler shrimp. We are building something called Hvaler Østers, which is a product. And we will tell about that, and it will become a stamp of quality. And then we need people who live and breathe Hvaler. And then you might have to live here all year.

[SPEAKER\_01]

Yes, absolutely. And how do you think Hvaler can cooperate better with other societies and regions that are in the vicinity, then? To achieve common goals, exactly that you should have more people living here and that there?

[SPEAKER\_03]

Whether one should cooperate, I don't really know. It's just about what facilities you have if you are young. And then you have to buy a house. Then it's only about price.

At first, and then as you get a little older and have children, it's about kindergarten places and school places and all that stuff. There I guess ... I have to admit that I don't know enough about the school and kindergarten facilities. And my father who has built the school here, but ... So I guess they are pretty good. But that it is ...

Arranged for it. I think that's what makes it easy. And then it's a bit about the infrastructure, which I mentioned. With a bus and stuff. But I'm not sure where, when you live in Hvaler in the winter, how important it is by bus. I'm not so sure it's that damn important. But I'm pretty sure that a bus or boat going from Fredrikstad and out, is the most important thing, so you make a kind of boat bridge.

If you are in Fredrikstad on a bike ride, you cannot go to Hvaler. You cannot take your bike to Skjæralden, neither on the bus. Then you have to drive with a car yourself. You are not allowed to cycle through the Hvaler tunnel. And there is no boat running. I don't know if it is specified, but I think it is important. Yes, it's a good plan anyway. At least we can use that.

[SPEAKER\_00]

Do you have anything else you want to ask, Leander? Or if you have something else you want to say that we haven't asked about? After all, this is a bit to map which ... So how you look at the future for Hvaler, then. And in a way ... Yes, you can say a little about that. I think that after the corona we have learned to work on Teams. We have learned to work at distance.

[SPEAKER\_03]

I think we will see a flight from Oslo, with people who want to live the good life in the country. Then you might work two days in the office in Oslo, and then you have your home office in Hvaler the rest. There I think there will be a very large establishment too, with taxpayers living in Hvaler. We need to bring that trend with us. The way we have five or six days open at the pole, and the shops abound with goods all year round.

And that there is a proper living local community again. I think so is ... And it will be pretty good with funded people. They sell perhaps an apartment or a house in central Eastern Norway and move to Hvaler. And live the good life that is about reducing your pulse a bit. And have a good

life and go for a walk and work from home three days a week. And maybe commute two days a week. To commute from Hvaler to Oslo ...

Five days a week. Nobody bothers with that. No, I understand that. But you mean then that ...

Yes, like during the corona, when people learned TeamStead, that you should make use of it to get people to live here, sort of. Yes. And then I think we will also see a new trend. Those who did backpacking, it is then my generation, who did backpacking when they were 17-18 years old ... When you now grow up and have children ...

The trend now is not necessarily to go backpacking again ... Or it is to go backpacking. Sorry. You can take it, then. No, I'll take one down. Backpacking ... They do, but it's not for everyone. Going to Thailand with their family for three months isn't for everyone. But I think many people want an adventure in their lives, i.e. to take wife and children with them all.

Apply for leave, or even better, that you can continue to work, but from a distance. And then you move, then you live, and then you are a resident of Hvaler for half a year. It is a very strange tourism trend, but it is a type of tourism which is a place in the middle of moving and tourism. Svalbard has had it for many years. You live there for 2½ years on average. And then you have done Svalbard, and then you move again.

The aim is that Hvaler is so attractive that you choose not to move back again. I think so. The new tourism trend, which is a long-term journey, I think so ... But now we are so central that we are not so dependent on it for lower footprint. But you can say because ... In Northern Norway we will also see it a lot more, then. People move out on islands, move to tiny communities that only have a small Joker shop.

They have all the facilities. There are kindergartens and schools there. And then you live a much more comfortable and nice life with your children when the children are small. And it is those families with children who leave their own homes and shops. I think. But such as families with children, then. They are the ones you want here. And I understand that ...

[SPEAKER\_01]

It is nice for a family with children to live here. It is safe and good and not a big city. But then there is the price again. What do you think you can do for a newly established family with two young parents and a child? It's not exactly free to move out here either.

[SPEAKER\_03]

In the 80s, there were several municipalities that ran VAT exemptions to build houses. But there aren't that many plots of land left to build on here.

I don't know how many families with children who establish themselves and build houses. Who buy an apartment and then grow out of it. But I don't know. Such different ... Yes, there are lots of instruments in a way that the municipalities can use. With lower tax and establishment subsidy and this and that. I don't know. But there are probably a lot of different things.

[SPEAKER\_01]

Tools you can have, then. Fair enough. Something else on your mind? What will it take for you to move to Hvaler? That question has been asked several times, actually. And what I'm thinking about is a bit more you right now. It's not ...

Cheap to move there. Exactly. And then with ... I know there are several kindergartens here. But such a school place again, then ... It's a bit difficult. And then the same with work... But then it's like you're talking about again. Bring what you learned in corona with Teams. If you can use it well, then it is obviously possible. But then I also think it should have been ...

[SPEAKER\_03]

You need to party a few more years? Yes then. Before you establish yourself here? There is no question of moving here now, for me at least. But say in a few years, then. Yes, and that's when you finish studying and have partied your way down, that's when you want you to come too. So you might as well be here and party in the summer. But it's like that when ... In my world, so ... Is it such a no-brainer that if you can manage to get a job, whether it's in Oslo or Sarpsborg or Halden or whatever, then ... That you can commute to Tallarvua and sit in your own house and work and have for life stay. In my world so it might be worth ... 200,000 down in salary because you have a good life, then. So then somehow the expectations ... While you live in Oslo and are going to a restaurant three days a week instead, you have a completely different need for cash, then. So the good life has a value, even if it is difficult to concretize, then.

[SPEAKER\_01]

Yes, because I mean if everything is arranged for it, then I could certainly think of living in it. Because it's nice.

[SPEAKER\_03]

So if there are all the facilities and such, then of course it is ... Which facilities are there that don't exist? But we need that hotel, then. Yes yes. Yes, it is needed. Which also brings in a bit of fresh blood, then. So what's coming over here, I think it's a giant vitamin injection.

[SPEAKER\_01]

It is also needed for such as the vineyard that is coming now. And so on. And restaurants and such. So that people can drink, e.g. And it doesn't run a bus around the clock. And the same with the boat ferry. It stops at the cabins and such. So a hotel is ...

[SPEAKER\_03]

Seems like it's needed. Yes, we've heard a lot about that. Yes, I think so. And then there is the one ... That you can settle down, then. But now maybe I'm exactly the generation that is very concerned about small children and ... I think that with more jobs, more people will be drawn in.

[SPEAKER\_00]

Something that will oppose where there is work. It could perhaps be a hybrid, for those who may have the opportunity to possibly commute a little and work digitally from home. And if there is an industry that is growing in the local area.

[SPEAKER\_03]

But not everyone is made to work alone at home all the time either. Something like Blender, the collective, classic labor cooperative stuff. It could well be that there should have been more hubs where you can rent an office space. Where you can actually work in an environment. Where you can go in and have access to meeting rooms. And not least those who have lunch with someone. I think many people depend on it.

So ... then you might have a home office two days a week. And then you have an office community one day a week, and then you are at your workplace two days a week. Then you have a pretty nice life, if you ask me. And then maybe the goal must be that ...

Before it was fancy to say that no, I live in Asker. In my world it just sounds like hell. With queues and expensive houses. But then it was very important to have it, then. If you build Hvaler as a brand, then you should be much more ... No, you see, we have moved to Hvaler, you.

[SPEAKER\_01]

I think that will be a much larger trend going forward. That one prioritized family and peace versus postcode Asker. Yes. That is what we are here to find out about. To get people to ... No, Asker says ... Get Hvaler to become attractive. That people want to live in Hvaler. Yes. But now ...

[SPEAKER\_03]

We need that hotel. We may need some trendy jobs like that. Research must be stimulated, so that people who are doing madness can get good opportunities here. Then there is a lot ... Yes. It is much cheaper to live here too.

You go to the shop and ... You can't, then, but ... That's what you're supposed to sell, then. We moved from Asker, where we stood and peed on each other in line to get out to Lysaker brygge to work at such a expensive office. And drink bad coffee latte. But then I cycle to the shop and get fresh prawns on Tuesday. There are a thousand more times for that.

Yes, yes. Really.

Actually, there are no deposits where ... No one would think that everyone would live. Yes. So that is what we have to front, then. And then someone can't be a side ass as a politician and the municipality, and they have to be forward in their shoes. And I understand that the municipality has to bear. Although they have their political homeschool they have to go through now.

So ... Then maybe you have to ... Can't do it ...

Yes. Exactly.

Yes. More jobs. And build that branded Hvaler, then. And I think so ... It's not overnight, but we have a very good starting point. Yes. Agree. This is the product. We met here. We sat on the stool at Spar. Yes, but this is exactly where we sit outside the Spar. Look out, in a way.

That's why I'm so glad you went out. We really wanted to sit outside and have a good time. It's the visitor center. It's actually a picture of how far-fetched you really are. They can start by tearing it down. Yes, that's a good start. And then move it there. Burn it straight down.

Nobody bothers to go up there and look at a stopped-out fox. So ... Yeah, true. Won't exactly be impressed. I've seen some municipalities have a start-up package. Then you get an introduction to the villages you move to. For those who move here, they are well mediated and world-accustomed.

But I live in Engelsvik, and it's exactly the same thing there. We're sitting in the middle of the butter eye, but we're a stone's throw away from everything. And that's an absolutely insane advantage, then. There are lots of nice places like that in Western Norway, but there we are twelve hours away from everything.

[SPEAKER\_01]

Yes, exactly. But here it's like you're right ... Yes, as they say, airport Oslo, Fredrikstad center, Sweden ... It's a double track to Fredrikstad to get started in Rygge airport. Then the whole world can live here. Yes. Think we're going to have such oligarchs here. People who leave tax money behind. Yes, that's what you want.

[SPEAKER\_03]

Yes.

Yes, that's the challenge, then. Because they are the ones who can afford to buy.

[SPEAKER\_00]

With business loans and maybe a little ... So ... Establish help. Simply a little help to be able to establish some support schemes or ... Finnmark does not have employer's tax. That's a good example. I think we can forget that here. Because we are too close to the world to be able to achieve that. But it is one such tool.

So it's like 10% ... 11.2 ... right in the hat for those who bother to establish a business. And the employer's tax doesn't help anyone. And it will make other businesses maybe turn towards Hvaler. Which may be from outside too, and may want to establish.

[SPEAKER\_03]

You plan furniture, sort of. Might as well do it at Hvaler. But then you have to get an incentive to bother driving a plank out here. And that tool, it's called NVT's Eiendom. An example like that. In Engesviken, where I come from, brew Bjelland fishing... Or Engesviken Canning, which ran shrimp lanchousses.

He wanted to expand. Got no from the municipality, because it was in the beach zone. Called ... called Skagen municipality, was invited down to visit. Got free plot. Then built a factory of 3,000 kvadimeters. Huge apartment at the top. Employed 30 people. The 30 people could work in Engesotien. They now work in Skagen.

And they are the best in politics, then. Then there is a 28-year-old case manager at Byggesak who is terrified of making mistakes. You have to have that. But it is to get young people to dare to have the opportunity. Then you may have to have more apartments. Introduction director. Which is facilitated.

[SPEAKER\_01]

Is there anything else we should talk about then? Sounds good to me.

Your opinions and compare with all the 30 others who are also interviewed. Check what people think that is e.g. common. What will most people who have to do with Hvaler? Whether there are any differences, whether there are any similarities. And in a way it can become a form of cooperation.

[SPEAKER\_03]

It is important to point it out, although it sounds like I was against the bathing guests. It certainly isn't. Because that is what stands for the biggest value creation here. With paint and construction and repairs and cabins and all that stuff. But it is reserved for a number of specific companies. Not so many. Would like to be many more. Then perhaps there should be a greater requirement that those who are going to screw out here are from here.

I don't know if you can pawn that kind of thing. If you buy an electrician service from a local ... Then you send the bill to Hvaler municipality, then you withdraw ... If you had managed to give such ... Advantage. Yes, advantage. Buy locally, then it's an advantage, then.

But they are both spoiled and double priced anyway, then. So it's the pipe stump that costs NOK 90 on loan, it costs NOK 190 here. So the ... They are quite dirty, then.

[SPEAKER\_00]

No, we want it to be in a way ... So we want us to look at whales in that project. That it should be seen as an ecosystem with lots of different actors.

Which is just as important. But that ... in a way we want to map which way you go, they go, then. So we can sort of find out if it is one of you who goes the same way. Quite simply. A bit comparable, I have bought myself a farm in Tromsø on something called Kvaløya.

[SPEAKER\_03]

Half an hour from the center of Tromsø. All those who live on Kvaløyvågen, where our farm is located, they work in the city. And those who work on Kvaløyvågen, they live in the city. So they commute the opposite way. Both parts. And that is without exception! There are almost no locals who work at the fishing village. Everyone comes from the city. Everyone lives, works in the city. It's very strange.

Yes. But then it would certainly have been quite nice to commute from Frørikstad. Yes. But we are not that. And that's not what we want. No, we want people to live here. No, I don't have any more input, I think. Or sure, but ... No, but then we'll take it in there, then, right? Yes. Great.

#### **Audio-recording-2023-05-04-0935-151822.txt**

[Automatic captions by Autotekst using NB Whisper. May contain recognition errors.]

[SPEAKER\_04]

So good.

[SPEAKER\_01]

And then I'll make some notes at the same time, so I hope you still watch while I make notes. I can only answer as I feel like it. Right? But it lasts a lot. It just works like ... Just fine. Shall we see. I just thought of jumping straight through, since we've already spent some time getting in touch.

[SPEAKER\_04]

Yes. It's actually quite dead. I am the general manager of Hvaler Næringstrening. At the same time that I have my own company that has experienced Hvaler. And it is a company that was basically supposed to run with activity and experience and a little cross-connection and booking, call it a little travel organizer, eventmaker.

Now my time is up in the Business Association. So I only have a couple of events that I have kept in Opplev Hvaler. But it is also quite broad. Now I will take the Swan March, which is a day for the ladies. It's until Saturday.

And then we have the harbor festival. Those are the two events. And then I also have the general manager in something called ditthvaler.no. Which is a platform I made and released version number two last week.

You will find everything about Hvaler on that page. Whether you need a plumber, want to join a Lions club or a sports association, or you need a doctor or ... Everything across is inside one and the same page. It's ditthvaler.no. Those are my three roles. So good. I thought we should concentrate on Hvaler Business Association.

Yes. In that connection here, at least. So was your business association role in Øysamfunnet? Yes, it is primarily to gather and make visible all of business locally. It was very short and simple, so good. Yes, but then there is a lot underneath, then.

[SPEAKER\_01]

A few more questions. Away from that particular role. How would you describe the island community and its current state? In which area, you think?

[SPEAKER\_04]

Now it will be a bit in connection with the Business Association and the areas of interest of the Business Association in general. For the industry, yes. The challenge here is that we have as of today approx. 800 registered business players in Hvaler. That's ... 300 plus ...

We have 500 plus sole proprietorships. It is not very close to all these which are currently in operation. Nor is it very close to everyone who has business in Hvaler.

It can be consultants, it can be foreign stuff, it can be online shopping... It can be a lot of stuff. But that we have 300-400 active business players at Hover, about that... We probably have that. And the largest group is the craft industry.

There are also those who are particularly bad at digital surfaces. So they are invisible. And the smaller players also have more than enough to in a way work from day to day. They are not the ones who have the time, expertise or resources to look up a little and see how I could cooperate with others. Many of these don't know anyone else either.

Because that you simply, as a craftsman, maybe go into an area and go from mouth to mouth, I was about to say, or something like that for a mission. But when the downturns are there, it stops. And it is so important then that we build networks. And it has been non-existent. So the culture of cooperation within business has, I would argue, been non-existent.

Yes. And it's not just about the industry not wanting to. Yes, there are also some personal relationships between some. Because that's how it usually is in a small local community. But ... But the main thing is probably that they simply don't know each other. Don't have the experience in cooperation. Don't see what utility it can have. We have, as others have rapped before us again, this expression that we cooperate when we can. And competes when needed. Yes, right.

Most people have seen each other as competitors, instead of seeing that one plus can be three sometimes. Look at the restaurant industry, for example. And the car industry has gathered in one place to draw more people interested in cars to one place.

That's exactly it. I got a message somewhere. Because I'm working on a guy who helps me with the harbor festival. And then he sends me one instead. Have you seen this before? There was a blues festival in Herfugh. Just the same day of the evening. And this is the Sankthans weekend, so that something is happening around. It's just nice.

It's just absolutely brilliant. I don't see it as a competition. It's just great that the more that happens, the more people we pull together to Hvaler. Right. Zero stress. Yeah. You'd rather get a reputation for Hvaler being ...

This weekend there is a lot going on. It is a blues festival where you also have to pay for a ticket. It is for a much narrower audience than a slightly wide-cut rock festival.

There is no blues at the harbor festival, so this is just an audition which makes the whole day much better for many. Right. Good. Tastes good. Yes, as an example. There is something about the direct collaboration. Now we had the election conference last week.

The most successful election conference we have ever had, was 75 business players, and the program had cooperation like a common thread. And so they got a dialogue between the audience and also presented, I must say. That they were forward. It was interesting. They were really there, and I've seen it a lot in social media afterwards.

When it comes to this thing with us sharing each other's posts, for example. Yes. So suddenly it's ... I had to laugh a little Thursday and Friday. Then I see somehow the clothing store ladies sharing posts from the craftsman who needs more people. And suddenly there was much more activity. So it's about to ...

[SPEAKER\_01]

Change your habits. Yes, right. Change your mindset in general. How attractive do you think it is to start or run a business in Hvaler? How easy it is to establish yourself as a business operator, is that what you say? Not how simple or easy it is, but how attractive it is.

[SPEAKER\_04]

A bit divided, I think. Because it depends a bit on whether you ... If people had known the possibilities, at least today, if you have great opportunities to sit anywhere to work, where you don't have to be at the front anywhere, then it is clear that those who are a bit creative in their thinking, they ...

And many have done it already. Moved their workplace either home or at the cabin. But establishing yourself, I think maybe lies a little further inside. Because it has a connection with the municipality. The municipality which must in a way both front and look after new establishments. You don't quite have ...

That routine and in a way that follow-up prostedy completely in place. And that says a bit too. I swear at the church inside, but there is something called the municipal NM, which NHO has. And there are scores whales very badly. Among other things, it must be a business-friendly municipality.

But there is something very positive about it too, then. It's huge potential. Right? Never so bad it's not good for anything? Yes, you know that. That's what's fun to work with. I'm sorry.

It is a big constitution. But it depends on what to establish. If you are to establish yourself and attract customers, whether it is trade in goods or services, and you depend on a customer base that is physically there, then it is ...

Both great opportunities, but also limited to what is needed in age. Then there are people I say shop. What could make it more attractive, then?

It is this thing of building the market base, and not least then for ... And this applies to trade, whether it is goods or services. That is what you are also in the process of looking at now, this with building habits for habits all year round. Because we have the summer season which is growing a bit like an accessor out here with people.

But then it's relatively calm again. Right. If we say the trade industry, or shops, first-line retail, then it is clear that they notice a huge difference in February and July.

It has also closed a few days a week, because there is not enough market for it. So if you are going to invest in this type of industry, you must in a way perhaps have enough capital. To be able to have it a little quieter for some time. But there are also opportunities for many, for those who might want to.

We have a restaurant that is closed all winter. And then the rest is closed. And then the person in question can go on holiday and do other things.

Then it's great. But it's not the fall. And if we're going to have younger entrepreneurs and founders, then those who have enough back cover to be able to close parts of the year are not. What do you think they younger people need? What do you think they who are younger entrepreneurs need?

I think they need a network. They need backing. They need facilitation of different types of services. This is something the National Association is working on now, this with HUB Hvaler. Which we are working on centralizing, in a way. Offering a number of services such as accounting, marketing, such things. And especially within the craft industry. And others who are very bad at it. Then they won't be visible either.

Catching is important. We have a dialogue with the establishment service. The establishment service works with entrepreneurs here. We get to connect with them and find out who they are, so we can catch them in a network.

And this is very scattered in terms of industry as well, because now there is one in business culture, there is one in yoga, there is one in oyster harvesting. And then there are a couple of others. So it's very scattered in industries, then. But there are quite narrow industries too. So they will benefit greatly from entering a network.

[SPEAKER\_01]

What do you think are the biggest challenges in general for Hvaler, when it comes to innovation and sustainable growth?

[SPEAKER\_04]

I come from a private business community and I used to run quite fast. And I make quick decisions. But here we are also in close cooperation with the municipality. So here it is unfortunately not everything that goes as fast. Things take time. It takes a very long time. With decisions about focus areas, about certain things like ... Yes. Is it refusal of decision, or is there something else that prevents decisions? Yes, I would say both refusal of decision,

possible mandate at times. But I experience a bit of refusal of decision and the ability to make decisions at all.

So apart from that, there is nothing we are getting rid of. It is what makes it extra fun to work with this. Because there is so much to take off. It can only go up when you tackle things like that. Right? Until now, there may have been a number of initiatives that Hvaler has taken.

[SPEAKER\_01]

What incentives has the island community taken to work with these challenges?

[SPEAKER\_04]

We have come a long way already. We have gained an upswing in business training. Not least throughout the last three years. We have almost tripled the membership. And now functions as a business association for industries. A cooperation agreement has been established with Hvaler municipality.

Which also regulates this that I and the chairman sit in monthly status meetings with councillor, mayor and business manager. Only that does ... I was about to say that things can go a little faster. But that is also where I perhaps experience the most frustration.

I want things to go a little faster. It can be administrative things, but it can also be political things that need to be dealt with.

Yes.

Also for the exchange of information and plans, so that we get even closer to them. Then it is much quicker and easier for both us and them to be able to make decisions when they have more knowledge about what matters.

[SPEAKER\_01]

Even if I record, I will note something too. We will try to pick this up again tomorrow. And possibly we will call you for a small follow-up call. Yes. As said, just call me. I run both here and there now. As I said, I have 220 ladies who will come to swan bars on Saturday. Right. And then this is the time it starts to take off at Hvaler too.

[SPEAKER\_04]

Yes, it's starting to happen a bit. How do you think Whales can improve their development skills? It's simply by focusing. Get the cooperation raised. Build networks and build understanding for local trade.

We are talking about business development and this with visibility and working with the business players. Changing habits can be quite difficult. And also focus.

It is important to use simple examples. Green transition should be one of the main areas we will work on. But for many it sounds very complicated. It sounds very expensive. And this is going to take a lot of time for the individual. That's how many people think about it.

Instead of traveling to Trenriksdag, you have contributed to the green transition by reducing emissions. Right. Yes. It's just a simple example. To reduce waste, whether it's private or commercial waste, then you help contribute to the green transition. If we start with the understanding there with both actors and also permanent residents, but that is business actors, then we have come quite far.

But you have to take it gradually. It's a way of thinking. They're not used to working that way. They're not used to thinking about these things. So there's a lot to be gained there. Right. I've looked at some documents and something from the municipality too. Something called Theme plan value creation, i.e. business strategy for 2019-2023.

Do you have any idea how well it has worked? Because it is the last year now. It is. Yes, I am well acquainted with it. I also received it long before it came into force.

It was stupid that I haven't re-read it again. But I'm not completely convinced that it's quite on target. It takes up i.a. five focus industries with marine, agriculture, crafts and construction industries, technology and visitor and experience industries. Has anyone been ... We haven't come that far there, I would say.

But if we also hook it up a bit in the blue industry ... So it is a venture that is kind of coming now. Yes. So I would say that now we in the Business Association do not have very good expertise in the blue industry. But we will go into that just to form some basic thoughts and stuff around it. And we have the outside wedge with ...

Kalnes, among other things, which has a school room there, and this with the maritime and blue industry. So something is going on about it. And more to come. When it comes to innovation, technology ...

No, I guess I can't see that we've had the big news establishments or that there has been the big development on it. At the same time as I feel that it also this very thing with digitization and visibility on digital data platforms, it comes more and more. Because it is also something that business associations work with. And has nothing to do with what the municipalities work with. So it is an area of focus that we have started.

[SPEAKER\_01]

Are you feeling that it is because it has to be forced through, because otherwise you just lag behind? Or is it something that you are proactive and trying to make progress on? I don't think we have enough expertise on it, quite simply.

[SPEAKER\_04]

This with possible establishments of innovative industries and other traditional ones, we also have a great shortage of commercial areas. The municipality has no commercial areas. And privately we are now trying to encourage, where they have a lot of land that can be regulated as some industry, but then it must also be strategically correctly located on ...

[SPEAKER\_01]

That is a huge challenge. We had a small meeting yesterday where, I don't remember the name of this person, but came from a country that was in connection with the municipality, at least, and mentioned, among other things, that young people in the establishment phase, and preferably who want to run their own business, was what they wanted to attract to the municipality.

[SPEAKER\_04]

Do you have an overview or idea of what the municipality is doing to follow it up? And attract those people? I can't actually see that ... I can remember one single ... They say they want it, but I can't say anything about concrete action from the municipality's side.

It is about wanting younger immigrants. Families with children and younger people. But then work must be created. They must have a workplace and place of residence. Hvaler is also characterized by a lot of housing... They have no apartment complexes. So cheaper places to live. It is relatively expensive to live in Hvaler. So ...

And then there may be more people who, of course there is that group too, who settle here, but who then have jobs and work in Fredrikstad or elsewhere.

Who comes from outside. But then you also have examples of young people who create an industry themselves. I have an example of Bakken maintenance. Two young, well-educated people. He crafts and she within ... I don't remember him, but well-educated people, they are ... Around 20-25 they have decided to start Bakken maintenance, as a type of janitorial service company, and are now getting more and more assignments around for other industries too, at Hvaler.

She needs to be brought forward so that everyone gets to know them. The same Monica Valen, have you heard of her? Yes, I have worked with her for a few years. The training industry.

I was about to say ... Built up the master's aid. And sitting at the laundry company like Nav, when she came up with that idea for Nav to apply to get some support and the municipality. No. Didn't believe it at all. And then you see what she has achieved now. And she is somehow then another group again, because she then has an adult.

Which started for itself and was established, instead of a younger company. They also cooperate with Monica. Because Monica has broadened her offers. It's everything from not going for a walk with the dog, to washing, to ... So she has many services. So this is the young couple. They also cooperate with her.

We need more success stories like that, so that it will be attractive to others, and especially younger, to take drier and bet. Yes. Again, then, the key word is more cooperation and larger networks. Yes. Absolutely. It is super important.

[SPEAKER\_01]

You have answered a lot on one question. How can you and your organization contribute to improving Vardø's development ability? I can take a short summary of that too. Then I might focus on the focus area we have now, and it is Fømd-Valir. That is to say that we also cooperate with ...

[SPEAKER\_04]

And the establishment service, the businesses in Østfold, which are also a good working station. We also want to establish that in Hvaler. Where we can also offer these services to these tasters, to lift them up. Included in this is network construction. There is ...

Competence improvement and adaptation. Yes, i.a. But network building and skills development are very important, which we are working on a bit centrally. Again, we are a local community that is characterized by small business players who do not necessarily have the resources to invest in training and digital information, such types of services, alone. But if you are suddenly ten people who can implement at the same time, and share the bill of ten, then that's fine. That

is why network construction is also so important to do. Both in general, across industries, but also industry-wise. Also for cooperation's sake.

[SPEAKER\_01]

Fredrikstad and Hvaler have worked together in relation to tourism. And do destination development. Visit Hvaler and Fredrikstad. But in general, how can the island community cooperate better with surrounding communities and regions to achieve common goals? I think we have a lot to learn from each other, right. I think so. There is one competence.

[SPEAKER\_04]

We can also cooperate across the board. Probably much better when it comes to new establishments of industries. I certainly think so. And not just the youth, which we also work with. Yes. Because there we are also working on a project through Nav. Towards.

We are focusing on 9th and 10th graders. There is guidance on further choice of path after primary school, on education.

It is permissible to choose wrongly, but it is important to get back on track. This is about preventing alienation. There are many who drop out of some elected education. There can be many reasons for that, and it is certainly allowed to do so. But going home and going to a black room and staying there, that is what you have to try to prevent. Yes. Right.

Then the business worker must be part of the safety net young people have, if they need help during further education. In what way?

By being there. If there is someone who e.g. jumps off, perhaps instead of going to bed at home or opting out a bit, we can pick them up. Get them into a job until they start working again, for example. Can some competence-promoting measures be taken through Nav or other systems? That you manage to adapt the areas of interest to the young people, I think is very important. That is why I put a lot of time into helping them in relation to the working week. We have something like Jobb taste, if they get to be in an optional industry.

Because it's no use wanting to become an architect, then there's no point in putting the person in Kiwi. Just filling up on Kiwi. Then the child must be sent to an architect's office. There is something about building up under the interests that are already there, instead of ... Yes. That is the purpose. We work a lot with that. It is a project that started last year.

And as we were last year, we have been through the tenth graders in the autumn. And now we have been through the ninth graders this spring. And then we will again go on them. They will be in the tenth grade next year again. So in the autumn we will go on them as ninth graders. But then we have already come into the rhythm that we follow them in a way both in ninth and tenth grade. Yes, right true.

Create a dialogue with them, so it can be easy for them to ask. Many of the young people send me messages about wondering about things. It can be easier. There was a parent of someone who called me last day, who knew that I had talked to his son a bit. It was good to notice a son who is young now.

But he knew that we had talked together. And he said, 'Can't you talk to him a little more?'

Because he has confidence in you. But I, as a father, can't say anything more. Because it will just be fuss. And you know, can you get that kid into work? Awesome! But I think you have to invest a little earlier in that youth to find the right direction.

[SPEAKER\_01]

It must be stopped! Yeah, right. I thought we were going to finish now soon. We're a bit into young people now, so I think it fits with the little question I have left here now. What is the need for the business sector to support young people, then ? Which may even be before the establishment phase? Yes, it's ... It's simply ... We have the device ...

[SPEAKER\_04]

But lack of resources in the form of finances. Yes. Where will this economy come from? I think support through e.g. The trade union. That someone has to pay for the work that is done. And it is a cheap investment when you say what every young adult who enters Nav's social security service ... It is half a million a year, that.

[SPEAKER\_01]

So I think that with some support for that work, we could achieve a great deal. You often talk about the lack of money or lack of resources being just a symptom. What else is behind it, do you think, if you can't get hold of the money, or lack money?

[SPEAKER\_04]

Yes, now I get to say that here at Waler, we do the slightly opposite. So here we are still working for no money. But that can't continue. We won't let this work stop us, even if the economy is not in place. It doesn't. But it doesn't work like that everywhere, and that's not how it should work either.

Where should the money come from? Or can it come from? Just when it comes to this investment, it must be public funds. Nav and the municipalities. They are the ones with the problem if we don't solve and prevent this, then they are the ones with the problems afterwards. So it's, as I said, a cheap investment. Instead of getting them back on the payroll for names. Right? Sometimes you ... It's not my problem, so then.

I sincerely hope and believe that we will manage to reverse that trend locally, in that we can reduce the number of young adults on benefits. Right. I looked at a small statistic. Young adults grow up to 29, from 16 to 29. So we have some of those who are not in the school system, but who are on benefits.

Behave as jobseekers. And I call a spade a spade. Not everyone is very jobseeker. But some of them. You will certainly be able to deal with that and get them thought into some field. And preferably also connect it with skills development and try to arouse some interests.

[SPEAKER\_01]

And then there was a small quote from Visit Hvaler Fredrikstad's strategy, which was adopted in 21. Incidentally, only 42.3% of Hvaler municipality's residents are employed.

It is when you eat away those who are able to work, both in upper and lower age, that you get back.

[SPEAKER\_04]

It is a big challenge. And that is where we are, then. That the immigrants to Hvaler are well-grown people who then want to move. Both from Oslo and see that now there has been a lot of digitization. They can sit at home and work a couple of days a week. Many who live here in Hvaler, who have kept a small apartment in the city, e.g. is there a couple of days a week. Or commuting back and forth a couple of days a week.

And then suddenly, they are in their last years before retirement. Yes. And those are the ones who have the capital to live the good life, if you can put it that way. Who doesn't necessarily have to work far too much too. And we see this is an increasing trend. Yes. So we should have had an increase with trends at the other end of the skull.

Do you know anyone who is exactly where they bought their dream house in Hvaler? Who is in the age class that you described now? Yes. Then we also agree on this with housing opportunities, then. Right. That it is relatively expensive to buy something in Hvaler. In between, of course, there are both affordable houses and things that are completely inside, but it is ...

There is not such a large property market here, if you go in and look at how much is for sale, so then you always have ... Maybe you start at normally 4 million, maybe. And then it moves up to NOK 10-14-20 million. It's not for young people. We took a quick look yesterday and saw that the cheapest house for sale was NOK 5.5 million.

No, that's true.

They must have a social life, something must happen. It must be something for everyone.

Well-grown people have completely different expectations, interests and thoughts about moving to Hvaler than younger people have. Then I have come through all my questions.

[SPEAKER\_01]

Then I'm lucky, because I have plenty of time for four weeks. It's really easy for me to just get information out of you. It's really good. But great. Is there a phone number I can reach you by tomorrow? If it is possible to have a little follow-up chat in a few minutes?

One more time? 22. 4. No, 42. 4-2. It's a bit choppy. Yes. 310. 310. 91142310. Super, Anne. And then I don't have the phone, so it's just because I'm doing something, because now, as I said, I run a bit fast during the day. Yes. I understand that very well. Thank you very much for the conversation.

[SPEAKER\_04]

Have a good time, and good luck with your work. Very exciting. Good luck with your work yourself. There is a lot you do that makes sense.

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[SPEAKER\_02]

I know a little about how nice you are here. I wear a few more hats. I'm not quite sure which one of you is.

It looked similar to that. We have one school out there. And in addition, I am in the process of establishing what you mentioned down here now. And you may have barely heard that we are establishing an experience company at Vard. Is that what's behind it? Yes, sure.

[SPEAKER\_01]

Yes, it takes ... Typical. We have another interview around twelve o'clock. So if you just manage to get it done, then ... Yes, it's fine. I'll talk as soon as I can, just calm down. I don't want to pressure you with that. It said the two of you, well-being and having experiences.

[SPEAKER\_00]

Is it just a little bad trolley that works like that? I can't turn off the phone or ... You have yours there? Yes, OK. Then I use my web instead. We have eight questions. Main questions. Quite open questions.

Yes.

Yes, so good.

[SPEAKER\_02]

Many people think that it is part of Vesterøy. It is barely isolated. And on paper it has ... We try very much to take care of the village status. Because, as in other places in Væler too, we are a bit affected by evictions. And we moved in. I moved in a few years ago now.

At the same time, another family came with us, and we reduced the average age on the island considerably when we got out there. So the welfare association is working to make it attractive to live.

That we should keep the opportunity for young people to establish themselves on paper. The way it is now, it's mostly just houses. There are a number of cabins too, on paper. But there are many houses that are empty today, for large parts of the year.

Because it must have been inherited and used as a cabin, or because someone is playing a little with the obligation to live. So we are keen to keep bus services out there. Keeping goods that make it possible to live and live on pops. In that sense, we organize a lot of social meetings. For those who live there. We try both Midsummer celebrations and more meetings during the year. And there is great support. Almost everyone who lives on paper is involved in the welfare association. But it's not just in the summer, it's the whole year? It's the whole year, yes. Because there are still quite a few of us who live out there. We are also trying to facilitate. After all, there has been a fishing port with us.

And there is still one steadfast fisherman, and he is not that old. He is younger than me. And there have been more, and there are also more people who can baptize to that island. So we are now trying the welfare rescue. We dispose of the shrimp factory, which is a coastal cabin. Or it's ours, we're the ones who operate it. And then it's the Oslo Fjord Outdoor Council that has it during the summer of the year.

But it is also our gathering place. That's where we are. And that's where we have our events. Community meeting room and a large pier. We share that pier with Fiskerne DA, which we are now trying to equip. It is a big part of our job to equip it so that more fishermen can use it. And now it is not too far from Papperhavn and Utgårdskilen, where Kaldenes upper secondary school has Blått Naturbruk. So we think that ... We want to get more people to ...

To settle down and use Pappala as a fishing port it really is. How do you work to promote those interests? Right now we have to make sure to set up that pier again properly. Because it has fallen into disrepair over many years. And it has been uncertain who who ... Yes, we have a lease with the municipality for it.

What do you want to put in place? Set up the pier. This means that we have now set aside funds and applied for funds and received tenders and such to get the pier up and be able to receive larger boats again. Because now it is in such poor condition that a little sea and now a fishing boat will take what is out there. So now we can't use it, but it is necessary to make arrangements there. But it is a proper pier where we have fishing equipment standing as soon as it is ready.

The biggest obstacle for us, I think, is ...

That cardboard is seen as so scary. It's so far away. Our road, our asphalt, is never upgraded. It just gets stained. We drive pieces of undercarriage on cars and cyclists' noses in one more run out on the road with us. So the infrastructure is bad. There is little electricity supply out there. There are several places where it is difficult to get electricity out there. We have been given broadband, or fiber, so that's great. It was important. It came when we moved in.

Or I think that it is how you carry out the residence obligation. How you go after it. It is a topic at all meetings we have. And the cardboard residents are also very concerned about that. That you wish there was room for more families with children to move out, e.g. But the prices are adjusted slightly according to the cabin market, even if it is compulsory to live.

It is not possible to build anything more out there. It is not regulated for more housing construction out there. And then it gets expensive. We were in great luck. We bought exactly when the corona broke out. It was summer vacation, and people were afraid to go out. That's why we got to buy. Otherwise, it is very rare for sale. And as I said, it is empty, then. Because there are heirs who dispose as a company. So we want more housing opportunities.

How would you describe the island community and the current state in a few words? Are you thinking about the whole of Hvaler? Yes. I think that things are going in a bit of the right direction. There is much more initiative. We have only seen that since we moved out. There are more people who dare. The municipality has also set up that business association, so that you get some guidance.

There is a lot that is difficult in a small municipality. I come from a slightly larger municipality. A lot that is difficult. Which is a bit like that ... Yes, but we have always done it, and a bit like that. At the same time, it is like that if you get to know people, then it is so shorter ... So it is also easier to get excitement, then. I feel.

And that you dare a little more. It's not like there aren't many democratic processes that delay, because there are, and lots of administration that delay and such, but it's easy to reach through being heard. And everyone has an idea about it right away when you think something. But I now think that we are in a place where there is ... More assessment and ... Yes. Where it is easy to be lifted. There aren't many more people who highlight it.

And exciting things are happening, and I notice that it also arouses excitement. We were very well received when we came moving here as a family. And we are well received with ideas we are coming up with now, and what we can do. In the true sense, it is very inclusive, I think.

[SPEAKER\_01]

But do you think there are other actors who may have pushed you up a bit on that part, that you say that there are more things going on here at Hvaler etc.? And working with the college, for example. Do you think it has been a good resource for you?

[SPEAKER\_02]

To reach as high as you are now? I don't quite know ... I don't know all the other projects that were on the way up here. We have vineyards that are going up, and there are hotel plans, and there is a lot ... Like Kalnes Nature Farm and things starting to establish themselves. What role the college has had in that, I don't really know. But what I do know is that the municipality, at least because they have said clearly that we want to help ...

We want the small businesses welcome. We need you. You are our food base. The fact that it is so clearly mediated, I think that is alpha and omega. That it may pay to choose to close a business here, rather than closing it in Fredrikstad. I think that has everything to say. And that you cultivate your peculiarities a little. That you have a little focus on it here too.

[SPEAKER\_00]

We are going back on challenges again. But this time it is more about innovative development and sustainable growth. What are these challenges when it comes to innovation and renewal?

[SPEAKER\_02]

There must be people here. I think. You are a little afraid that you will ... It is a conservative municipality. For better or for worse. And it has been decided that nothing should tower in the landscape, and then nothing should. And then everyone knows each other, and it can be a bit difficult to go out of that comfort zone. That is very correct, and I have noticed that very well, as a tenant, that it is a blessing.

Because I have ... In the project phase that we have been in now, with the establishment of a friend company and experiences and the like here, so there have been a number of local stakeholders along the way. Also before we come up with our own concept, but in connection with Åttekanten here and an experience center and camp school and such.

Then local people have received so much opposition. Then there are so many opinions. The culture that targets the local people. We who have become immigrants, do not notice it in the same way. We get some questions and such, but I know that I have ...

I know someone who avoids people in the shop and such. Yes. Goes another way, doesn't talk to you anymore. So it's quite ... It can't ... It's a village troll that you encounter. But I don't feel that it is in a way the dominant.

As I have also been told, that it has been. There are many who have given up a little along the way. And then you can't bear to get away from goods as quickly as possible. That you have had it as an experience when you have grown up. Previous generations have probably felt it that way. We have that... A great mechanism for safeguarding what has been there. Yes. Then it will be like that. Right. Everyone who is afraid that it is not good for anyone.

[SPEAKER\_01]

I understand what you mean, because in our culture we are concerned with what others say about you and yours. And therefore it is very difficult for them to go out of it ... Or make it

abnormal, if I can put it that way. Yes, and then people mostly have an opinion about most things. And there is a lot of politics in everything. But in politics it is also full of own interests, so it is ...

[SPEAKER\_02]

As I said, the Business Association. I'm not a member there yet.

Society as a whole has, especially when I have come in now after the schools have been merged ... Then it has been high on the agenda all along ... What are we doing now? Because now there is a danger for something that everyone ... There has been one school here on Kirkeøy. Then there has been one school on Vesterøy. And then there has been the secondary school at Asmaløy. So it has kind of spread the schools a bit. And mainly there has been a local environment around each of the schools. And then both of the two primary schools were closed ...

And everything is centralized on the middle island. Then there have been many wishes and talks and initiatives and invitations too from the authorities. Invited in to ... What should we now do? How are we going to manage to keep our local community?

So many people have gotten involved there. What can we do to keep ... It is important that Vesterøy, i.e. Vestre Hvaler, that we also get attractive to live here. We need to focus on that. What can we do for something here? And there has been a lot of input and a lot of commitment. Awesome. Very good. You see that the population is involved.

A little less impressed with how it has been planned, like the process. And like now ... It hasn't quite landed yet. But it is clear to see that people are engaged and would like to accept something new. Want something exciting to happen here.

An agreement of intent has been made at Olde Otterkanten school in Vesterøy. I am involved in it. Not as an owner of that bit, but as a content supplier. And there will hopefully be both an experience center, a camp school and a research hub. A gathering place where we can contribute to developing industry and active activities.

It is, in a way, the friend company that I am starting up now. It is also where we will have our base. Although we intend to have it in a battlefield all over Hvaler. In relation to innovative development and sustainable growth, what are the most important cooperation functions at Hvaler right now? What are the most important cooperation functions that exist now?

How do the islanders collaborate to promote innovative development and sustainable growth? Good question. There are different forums. So the fact that people talk together is probably the most central thing now. Then we depend on getting help and guidance and goodwill in the municipal administration. Under the councillor and technical agency, and that it is made right. It is heavy. Heavy to regulate. Heavy to find out what the actual regulation is. There is so much ... There is a bit on the side, but there is a lot to record, too. What makes it heavy?

I think it's a lot like that ... What I've experienced, then... I get to talk on behalf of what I've experienced. Then we've experienced that an area can be regulated for someone. But then there has been a private law judgment in the middle of it all, which says that no, the neighbor has the right to do so and so here. So it goes beyond your regulation. And then we try to unrapport. Yes, but that judgment is unjustified. So things take a very long time. And then there are quite a few map things, quite simply, when it comes to the bay that we ...

There you see that the land boundaries run across a tank. And the wharf is drawn on land. And there are inaccurate things. If you are going to get started, you have to spend time, now up to a year, to sort of clean up those drawings and plans and regulations and such.

Indecency leads to a lot of clean-up work today. Yes, and it takes time. And there is pressure on the agencies from before. So at least that is my experience. That it can take far too long. But that's how it is. Can't get away with it. How can the island community improve its ability to develop?

We believe that you need a hub. A place where you can meet. Office space, actually. Specifically, workshop. Here we meet, here we can develop our ideas in a community. And switch on each other. And you may need an establishment grant, guidance, operating ... Yes. Establish support, simply. Some incentives, so it will pay off for you.

Then I know that there were fitness centers that were interested in it when the school was closed. But it was far too much ... They just had to give up. They wanted to start, but it took too long. And when you want something, you should arrange more so that it can get started quickly. But it's ... There it hangs a bit behind.

I have worked at the new school since I moved here in 2020. And we still have not decided what the old schools will be used for. One could have been in advance. Both places have been set aside so that there will also be local community places. But it is also intended that there should also be nutrition there.

And you could have been out much earlier and filled up. And used all these available premises along the way. Now my son has been in Innovativ. He is a confirmatory on Sunday. He and some friends started a student company in the one closed school. So there must have been a second-hand market there now for a few months.

And the municipality was very willing to do that. The mayor said that of course they will start a student company. Although no others have been allowed to use the premises yet. Because they really support the young initiative. They would very much like the young people to learn, that it is useful to ask and try. So there are a lot of good signals. But it takes a little longer to get it done, then. How can you and your organizations contribute to improving Øystad's social development ability?

For Paper Velforeningsdel, we work to make it attractive to live at Paper. That we should have a social environment.

Elderly and children. We are the lowest. Many children. We blow away paths and roads so that no one will stumble. We are struggling with that. But not least the bridge or the pier. That we are involved in maintaining something that is extremely important for cardboard. We have a fishing industry. We have a shrimp trawler that comes in and out. We want more. We have several shrimp trawlers, or fishermen, who could have been there.

It is our tiny little island that we will arrange for. Or it is the adventure company that we are starting. One of the most important things we have set ourselves in the year, is to make the children themselves engaged and proud of the island. So the experiences we plan for, it is not ... Ribbing out and driving at full speed and the kind of experiences that you can find in many other places. We have marine biologists on the team. We are going down, we are going on an underwater safari, we are going free diving.

And grab hold of the stories that are out here. From the Viking Age to ... And discover what is here. The small, the small. What are adventurous experiences in what you walk all the time. But which may be little conscious. Those are the things we want to ...

Creating pride. Creating wonder. And creating such a ... Yes, that the short-distance experiences can be just as memorable and ... Yes. Like spending a lot of money on a big party. We want to bring it in. And there we have to bring in ...

We need a lot of partners. We who start the event company do not have the opportunity to do all the things we have planned. We need people for it. And we need many contributors to it. Both instructors and food delivery and overnight stays and ...

Yes. As I said, our little ... On Vesterøy ... We have to start working together across all the islands. On Hvaler. We are one island community, but then there are quite a few small communities in our island community. And there has been a big difference between east and west. So Kirkøy and Vesterøy. There has been a tradition of not talking together.

When the new school came, it was ahead of it. The discussion about having a new joint school. Then that discussion went out loud. Many strongly disagreed with it. And even when I spoke to the older guards on paper, it's like this... You know a lot of people here in Hvaler, you. Yes, do you know this ... No. He is not from Vesterålen. No, OK. My father was born and raised in Hvaler. He was at church once.

And then he had to go to church. He never was on Kirkeøy. It was a tradition like that. You didn't pull over the carpet. And I notice it, even though I'm a migrant and came here when the school was new. Then I noticed that there were two very different cultures that were supposed to meet. But it has gone so well. And having the school together is extremely important.

That the students learn to see that they are behind ... They are not so different from us, then, from students from the other side. It is in a way a start of a collaboration.

Strengthen their relationships, then. Yes, widen the horizon a little. And strengthen the relationships and discover each other, see qualities. Use each other, perhaps. Not least. And I think we are very good here. When there is one school, there are also a lot of parents who have gathered for that school. And together all those parents probably make up almost all the nutrition here at Hvaler. And we will see that when we are going to organize 17 May now. Now I'm sitting there.

And then it's not difficult to get sponsorship funds, because everyone is involved. It's not difficult to arrange most things, really. It's parents who are involved. There are small businesses, but that is what makes up Hvaler now.

And that they know each other, and that we can come up with things together. I think we will start something very good with it now. That we are somehow over, and that everyone sits and looks after each other well. To that one thinks and sees synergy effects from helping each other up. I think we are, the way I read Hvaler, a little from the outside, as I said. So I think it's a good process there now. That now something good starts. Simply a key word could be to acquire new acquaintances.

Across regions and ... And just trust that it ... If someone else starts something near you that looks a bit like it, then it's not necessarily a competitor. But it can make it more attractive that your industry or your niche ... Even if there is one more nearby. Okay, but here there are two. Even cooler that people from outside will discover ... Or that they discover, then. That it makes the area more attractive. I hope and believe a little that we are seeing now.

The car industry, restaurants ... It's clinging and growing. You suggested that you had a student company here, right? Yes, it was a project, then. Because it is not a subject that has been implemented in the school? It is part of the 9th grade's ... Yes, it is a subject. A working life subject. And then student company is part of it. So then they got to try what they wanted out here. And it was probably that ...

[SPEAKER\_00]

The student company that worked best, they wanted to give up before Easter. But it didn't work, because then there was just a lot more visitors. And it raged in with great things they could sell. And we just said no, we will stay open for a while longer. Then we are done with the eight questions, which are the main questions. Then we have set up some more things that are just for you, because it has more to do with the local. As a festival event, is there anything annual out here?

[SPEAKER\_02]

At Hvaler Gjestgiveri, they have a lot of concerts on the lawn. And it's super popular. They probably struggled through corona like everyone else, but it has been drawn people from country and beach out there. Big artists. And then it's like that ... I don't remember what it's called, but at least it's a children's and youth festival. On both sides of the boat it has been. Winter festival.

And at Asmoly. And at Flo now, I think. Some small, smaller events for children and young people. Where you sit and have outdoor cinemas, and there is a bit of clowning and late things. But it is very small format. It's not something that has drawn that many people. But it's nice that it happens. And there's a little funfair out there. And then we have, what's it called, some gaming convention.

At Hvalerhallen. Two years ago. Yes, some kind of LAN. It's some kind of LAN. I don't remember what it's called. It's Superpopis. So for children and young people it's a bit of that. Like the pub for adults? Then we've been, as I said, Hvaler Gjestgiveri, otherwise a bit at Søndre Sandøy, then. At Oline. Which is also a concert event throughout the summer.

But then it is often people from this island who are at that nightclub. And then there are people from ... It really inspires yourself, then. Yes, there are very different audiences, I think, for Hvaler Gjestgiveri and Søndre Sande. Søndre Sande probably draws people from everywhere, I think. Because there are ferries that go back and forth to the concert there too.

It is based on the summer guests. Yes, it is. Or then there is not very much location-bound ... You can't come in and buy a festival ticket . And then you can participate in lots of different things. I guess there is nothing like that now. Is there anything outside the Sun? What is it in general? After all, it is very summer and summer season. But is there anything that is the second month of the year?

No, little. As I mentioned, it's the winter festival for children and young people. But things that gather us, there is very little of. No fixed basis for it.

Should we watch it? Not open in the winter? No ... Yes, so ... Some restaurants are open at weekends and such. But there is little, then, compared to otherwise. We don't gather there. Øykroa and Ødegårdskilen on Vesterøy, it probably has the one that, at least on our side of

Hvaler, has the most open. And they have Christmas fire, and it's very nice, and it is here on Kirkeøy and on Skjerald now. Christmas tree and Christmas market we have then. It's actually very nice. Both here, although it is always windy and sour as hell. Then we have it here, and then there is also that on Spjærøy, at the Coastal Museum. It is also such a large Christmas market that the school is ... It is many people who are engaged and involved there, and it is very pleasant. So it will be a bit like that, yes. We have an active sanitary association, and we are sort of there. Yes, and then of course we have one big festival. We have the apple festival. It is ...

August-September. September, surely. I don't remember. But it's great. It's at Kåråva here on Kirkøy. And then, Kåræ, there are many ... It is local food that is in focus. And we have many local producers. Food producers. And apple soft drinks and apple cakes and everything that flows over. But also other crafts and everything like that. Very nice. Live music. Very area. There are living animals. But there is a bit of action. So young people also like to go there. So there are lots and lots of people there. It is a bit different within the desire for a training centre in general.

I'm so fond of sports, so I know a lot about it. But there is a lot too. For children and young people, it is both football, handball and volleyball.

At least. But I know ... Volleyball. And volleyball. And handball. Which is organized. And there are several other things there. And then we have the Cultural School for young people. There is theater and singing and musical instruments and such. Collaboration with Fredrikstad. All year. And dancing too. Yes. And then there are probably scouts. We are sea scouts.

... who are active. Yes, so that ... And for the adults, then. Then we have stage offers. After all, there are stage clubs that meet in the old gymnasiums at school. And which in a way have activities where they meet permanently. And have activities at school. And especially those of us who work at school meet ...

... so there is a lot of activity, so indeed you are good at gathering. And we have the Spanning March, which is also an event during the year. Which is a bit concerned with physical health. That is something you talk about, and therefore there is also a greater desire for a health centre or training centre. But you use what you have, then, while waiting.

[SPEAKER\_01]

But at Hvaleretriatland too? Yes. So you are concerned about it here. The way I interpret it, you have many activities all year round that happen here. But how is the marketing of this then? How do you reach e.g. tourists or the population, etc.?

[SPEAKER\_02]

Yes. They are very dependent on Oppløst Fredrikstad-Hvaler, e.g. That what we post there ... They are good. As soon as I have a girlfriend who is a resident who is a musician ... When they organize concerts and such now and then, then they are really good. And just ... But it runs on our pages, and then we sell it out. But we are completely dependent on it, really, which has not been something like that ...

Yes, what can I say? It's not such a big channel after all. We have some Facebook pages, then. Or there is the Hvaler group and Hvaler people, and there has been some rivalry, which quite a few such Hvaler groups have become. A bit like that typical, maybe.

But I feel that summer guests also use that side effectively. Otherwise there are information posters in Vikiwi down here, among other things. Which you can see. And the shop is very good at saying yes. But it's here, not outside Fredrikstad.

They are not outside Fredrikstad, unless you have it via Fredrikstad. You don't want to bring in tourists from Fredrikstad? You would like it to be spread around Norway, then? When eventually ... When the friend company goes up and such, we think we have our local environment, and that it is somehow into Oslo.

That we think of the day tourist mainly. That's what we think. There are hotels running here. Whether it will be one or four, no one knows. But at least there will be more. And then we hope, of course, that Hvaler will be attractive all year round. And it is lovely here in the winter. I'm almost a little glad no one discovered it, because it's so insanely nice here in the winter when it's quiet.

But we really have a lot to offer there too. The winter experience of Hvaler. So that it should be marketed nationally, there is nothing to wonder about. And internationally too. Because it is completely unique. The silence and the light and the calm that is out here then. It's absolutely wild. I live in Halden and I don't have much knowledge about what happens here in the winter and such. So if in some way it can ...

Finding it and marketing it out of Fredrikstad too. Not just here in Kiwi. Then I actually think that ... It can be done, but we don't have anything to market yet. So the product is just on ... But we know that there is a need. This is a ... There will be a need, as long as we get the product created. But there are no accommodation here. And it's somehow not something ...

Handmagasinet is closed for large parts of the winter. You don't know exactly when it's open either. So you can't set up a bus trip out here and go in there or there. The same applies to the Coastal Museum, which is also well visited when you know the opening hours.

It's also a bit stubborn when I come from Vestfoldmuseet in Sarpsborg before. I think it's sad that it gets a bit like that. It's like a left-handed stepchild out here, that too. The light museum, although there are lots of great stories and cool things to focus on. So there is development potential everywhere. That's why we're here. That's why you're here, it's very good.

Anyone wondering? No, I'm not really very excited to see what you come up with. I can't wait to read.

Their conclusions. Yes. We are looking forward to it, too. As I said, it's a bit like discovering an unknown treasure. Moving out here and seeing all the potential. And see everything that hasn't been done yet. Because there is so much. And there is so much will, then. I think that's the coolest thing. It's important. Will. Yes.

You just have to take care of your pride. They are extremely proud out there. The Hvaler people are very proud. And rightly so. And occasionally to the impossible. But to build on it. I think so. Thank you very much for your time. Just nice. Good luck cleaning. Thanks.

**Audio-recording-2023-05-04-0944-095811.txt**

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[SPEAKER\_00]

My job in Valer cultural conservation association is to be the general manager. I have become that this year, as a pensioner. Not because I have retired, but I have been chairman of the board for twelve years.

And eventually there was a need to strengthen the organization, because it had become so large and multifaceted that we had to have someone in a less paid position to make amends with all that is administrative work linked to such an area as this here. And this area is called what? We have now called the area Bråttet coastal cultural centre. And it is located by Skjelsbåundet on Spjærøy in Hvaler.

And it is a 13-14 meter area that Hvaler municipality owns. And which we in the Cultural Conservation Association manage, then. Take responsibility for. I'll just start with the first questions. What is your role in the island community?

My role in society is, as I said, to be the general manager here. Now I am retired. But previously I have been mayor of Hvaler. I have sat on the municipal council in Hvaler, and also previously on the city council in Fredrikstad. So I guess I have some political experience. And now I am also sitting in the destination council that will create a platform together with you for the development of tourism in Hvaler.

And after I was mayor, I also worked in Vardø municipality with planning, so I helped make the cultural heritage plan, health and care plan and some such planning. How would you describe the island community and its state now, somehow? Now we have experienced growth in the population since the 70s.

But it is a small municipality with only 4,700 inhabitants. But we are a large cottage municipality, as you heard at Kornmagasinet yesterday. So it is in many ways a municipality that can be said to be in a growth situation. But it is clear that it is a geographically small municipality.

We do not have large commercial areas. We are very much linked to the Fredrikstad area. Valer municipality also buys many services from Fredrikstad.

And the political majority has chosen Hvaler to continue to be a small municipality. Not merge. It has its sides, but that's how it is. What are the biggest challenges that island society faces within innovative development and sustainable growth?

It is this with areas again that is a shortcoming. Vardø municipality owns very few areas that can be developed as commercial areas. As demographic, then we are a municipality with ... It is gray hair, like I have, which dominates the citizen picture.

So getting younger families here is a big overall goal.

And then there is the hope that smaller businesses will become attractive workplaces. Like here, there is no other workplace connected to this than what I have. But here I imagine that if we look ten years into the glass ball, then there should be room for more. And opportunities to develop jobs. It is in a way the long-term goal.

With resources and such, do you have money and things like that, or? In a small municipality, you know that most of it goes to the usual statutory level of services. With care for the elderly and school and kindergarten and all that. So there have been no large resources in Hvaler for business development.

So therefore, as I said at Kornmagasinet yesterday, I am actually experiencing the development we are in now, in collaboration with the college and with the professional community that visits Fredrikstad and Hvaler and such, as a very boost in thinking. It is important that you think differently, and do you see any benefit in what you do now, somehow?

Yes, I certainly see that. I think that ... I have been to many gatherings with businesses in the municipal council hall. They have complained about the municipality, and they have been ... They have not spoken the same language, then. Thinking together, that one should support each other far more than oppose. See cooperation as a resource. That dimension has not been there, and I think I see the contours of that very positively now.

[SPEAKER\_01]

You mentioned Visit Hvaler and Fredrikstad. Do you see that it is a great resource for the local environment here, right? Yes, I see that and I think I have seen it for a long time. So the association here signed up several years ago in ...

[SPEAKER\_00]

In Visit Fredrikstad-Hvaler, but I know that in the political environment in Hvaler there was resistance. Fortunately, it has been reversed. So today there is no disagreement that the business world benefits from, both academically and in another way, being a member of Visit. But it has been a topic out here, yes.

[SPEAKER\_01]

Visit Hvaler and Fredrikstad are probably thinking a lot about developing the destination Hvaler? Do you think they can also be used with expertise on another point, somehow?

[SPEAKER\_00]

It is the tourism world they focus on, and not other types of industry. But a lot is connected. If we manage to develop tourism, it brings with it income for craftsmen, for the grocery industry and such. So everything is connected to everything here too. And then there is the fact that ...

We are a national park municipality, an outdoor municipality. The outer parts of Hvaler are tied up with agreements, so you can walk from east to west on Hvaler without stepping on anyone's toes. It's a fantastic outdoor area. So seeing those resources there, the outdoor interests, the conservation values as part of the product ...

That is what people have come to, that is why people have built cabins on Hvaler. It is the closeness of the sea, it is the closeness of the outdoor areas. So it is about making a development not destroy those values there. Which initiatives have been taken previously to reduce these challenges?

What should we answer that, then? It has been a business association and conversations about business development in the past, but then ...

The ferry connections in Østre Hvaler e.g. has been a very positive measure. In itself for island jumping, e.g. There are ferries from Skjærhallen to Søndre and Nordre Sandøy and Herføl and these islands here. So it has been an important part of a business project, that too.

Not to point to any big ... Yes, there were quite a few ... No, there have been attempts with bigger restaurant solutions. And now we are in the middle of such a hotel debate. I don't know if you have already caught on. Not so slightly different? No, quite fierce.

I don't think the one project will come to fruition, the one at Skjærholmen. I don't think Bjørna will come to fruition, and I don't think it will come to fruition either. So it has previously been ... There

is perhaps a greater focus on it now? There is a more overall focus on it now. Individually, there have been absolutely good measures.

You have Hvaler Gjestgiveri at Skjærhallen, who have Norway's best artists here in the summer. Do a fantastic job. You have Oline in Søndre Sande, restaurant there. Which also has good food and cultural facilities. First trip to Skjærhallen, just below where we were yesterday. So there are many individual businesses that do very well. Bigfish, which you were probably also at yesterday.

So there are many individual actors who do a great job. But the overall thinking about developing Hvaler on a common platform, I think ... It starts a bit now. And maybe it has been what has been missing before? It is talking each other up and having such a common understanding of what Hvaler has to sell, then.

So by all means with great respect for much of what has been done simply. But the thing about population and such, do you know anything that has been done particularly against it? That with kindergarten coverage e.g. is a measure to attract families with children. And then there has been a debate about school structure and such out here.

And it is clear that it always provides such an emotionally strong commitment. Some have probably thought that building one joint school in Hvaler is just a bad solution. But many of us have been for it. To strengthen the school offer.

Individual measures have been taken, something has been done, but ... Bridge connections and such in due course was a huge measure. But then we are back to the 70s again. Yes, because it is perhaps what perhaps has been a ... There was a lot, and then there was a big stop, and now is more focus directed towards one, or?

Yes, you can say that. It was the infrastructure that reversed citizen development. It was important to get it in place. Because there was no business that would establish itself on Hvaler as long as there were islands you had to pass by boat and such. It was a big obstacle, and that was what led to the eviction.

So I guess a lot has come as an effect of connection to the mainland, then. Do you know anything about what is the biggest reason for emigration now?

There is really no eviction now. No, it is, on the contrary, a positive income development. But there is a bias in the demography. It is mostly my generation and somewhat younger who have moved to Hvaler. Many of them have had cabins at Hvaler.

Then they leave the cabin to their children, and then they have moved here. So we have a larger proportion of 60-70-year-olds than a similar municipality has. So you can say that if there has been a vacation, then it has become an over-representation of older residents.

[SPEAKER\_01]

But do you think families with small children who have children at Hvaler now, do you think they will possibly stay? Or do you think when ... When they get as old as us, then. That there will be a lot of emigration because school failure. I think so for sure. So we don't have a university in Hvaler or a college. But now it's not far from ... It's not far, but it's probably ... In other parts of the country it would be a very short distance.

[SPEAKER\_00]

But that is the pattern we have seen. I remember when I was a mayor and tried to establish youth housing together with Obos. And we experienced that there was no interest in it, because it was the group that then traveled to get an education. That is perhaps where the problem lies, that when you get to that age, then you choose to travel away and maybe not come back again, then. And the prices of houses. Yes.

It is also clear that for a younger family that is going to establish themselves, then you can say that the area with Fredrikstad and Hvaler is relatively much more affordable than in Oslo. But again, when you have to find jobs within a business community or something like that, then we don't have that business community at Hvaler. You will never get it either. So that someone therefore moves out, both to get an education and to establish themselves, there is probably a side to that.

But again, we have a daily and good bus connection to Oslo, e.g. I have commuted ten years here from Hvaler to Oslo. Work in the information department in the Church's emergency aid. But it is tiring at times. But the point is that there is a very good bus connection here.

[SPEAKER\_02]

I was just wondering how far we were. We have to be careful to fulfill our times. That's why we ask some questions. Yes, yes, just come on. You can just break away. How do the island communities cooperate to promote innovative and sustainable development? How do they cooperate to make it more innovative to develop ...

[SPEAKER\_00]

Area in a sustainable way? You mean inside Hvaler? How we cooperate there? Then the Business Association is such a joint association. The Destination Council, people with different backgrounds sit there. I think the municipality has taken important steps now. Don't know if there are that many other cooperation arenas. Are all the industries involved and cooperate in them? It is not. It has been a positive grant to the Næringsforeningen. I don't know if you have greeted Anne Cederval? A very active lady. But you will probably meet Anne. She has done a great job recruiting for the trade union.

[SPEAKER\_01]

So I think there too there has become a different attitude than and a different feeling of cooperation. At least it seemed as if you who were present yesterday at our first meeting, that you worked a lot well together. So there is probably someone who works for the whole of Hvaler to develop? Yes, and I think you were absolutely right.

[SPEAKER\_00]

That's how I live, and that's really what I'm saying. That I believe the cooperation bodies that have now been established with the Destination Council, which I sit in, and that business network of which I am also a part, so that is precisely what helps to create such a common attitude.

Kenneth Taraldsen who is sitting here, and I disagree with the hotel at Sand, then we talk very well together, that is. And he runs Schei Marine down here. So when we opened our little cafe

here two years ago, he sent out newsletters to his customers and such. So being able to have, I was about to say, be factually disagreeable, but still cooperate, I find that very positive.

So people like Kenneth Haraldsen are worth their weight in gold. And then, as you have with Visit Hvaler from Erikstad, it probably also becomes an engine for cooperation. Yes. Because there was such an attitude out here in the business world that paying fees for Visit Frerikstad was just a waste of money. It didn't give anything back. But fortunately that ball was laid dead. Yes, because have you seen that it kind of gives something back?

Yes, just being part of such an interaction with you, e.g. That there aren't just people from Hvaler there staring at their old thoughts and ideas. But there are some who come and look at us and say we do this and not that. Why don't you think that way and that way?

There is something about being a little ... There is something about the fact that they may also have, even if they sit in such a destination company, somehow, so they still get new views on things that maybe you didn't necessarily see? Yes, it is clear. There are qualified people who have contacted nationally and internationally on the tourism side. And it is clear that we have a lot to learn from municipalities and county councils and individual companies, not least.

How do you think the island community can improve its ability to develop? So how? We've probably been into it already. But that is, areas for new establishment are and will be a topic. But there is political responsibility again. Because in the spatial plan, which is supposed to say what should lie where, where ... Yes, you probably know what the spatial plan is, but where housing is to be built, and where there is to be an industry.

The politicians should probably have a big focus on that in the future. Getting established, buying ... the municipality may have to buy areas. Which can be expensive. But if you are going to establish an industry, you must also have areas to develop it on. Do you have any suggestions for how it could be changed?

No, again, we can't compete with the labor market in the region. Or with education in the region. So we will never be able to get that. Other than ... Now it was probably mentioned about the development of the fisheries. As ... It's probably that high school up in Kalnes. Is it at Glemmen? Both, they said. Yes, ok. As then has ...

There are probably apprenticeships on the fishing boat in Utkårsdalen. But otherwise, there is probably not very much we can do other than prepare for housing, for example. It's financial, this here. Because it is possible to work in Frøystad and live in Hvaler. There are many people who do it. Yes, because the transport is very good? The transport is good as long as you live along the main road up here.

So then it might not be so good down there? No, that is, if you live far west there on ... Neder Vesterøy, for example. Where the school was closed. It is, after all, a side of closing a school. That then the space becomes less attractive for families with children. So it is clear that along the main road from here, which you drive back to Skjærhallen ... In some way to design residential areas along that route, I believe.

In an area like the one we see on the other side there, called Skjelsbo, I would think that there are opportunities for further housing construction. Because then you are a short way to Frøystad. It takes a quarter to twenty minutes to drive to Frøystad. It takes just as long to drive to Skjærhallen. And you have a good bus connection on the main road. Same here, but we have had many families with children live right behind here.

There are families with children in a whole series of houses here now who were not here five or six years ago. So maybe it has already happened a small development? Yes, at least. That people are becoming more aware that there may be good bus connections? Yes, I think so. So we should be very aware of the older turn that has taken place. But the picture is not something we blacked in relation to that, that is. No.

There are a lot of great kids over in our gardens at the moment. The biggest challenge is the economy, so the prices, right? The prices are part of it. There is no shortage of offers in kindergartens and schools. Or, school is one school, then. But yes, the price is probably for many ...

A challenge. Although I'm thinking about who's going to establish themselves in Oslo. There are two of my boys in there, and there are some prizes that are completely insane compared to this. Yes yes. How can you and your organization contribute to improving the development of the island community?

I think there are several ways. Firstly, I believe in ... I don't know if I misunderstood the principal of the college's name being called Bjørn.

He said you should just think anew and not take the old with you. Using part of the story as a basis for what we are going to convey, means that you should not think anew. But it is, in a way, a new way of thinking. Using the old to set up performances. You use the old to think new. It's not necessarily like ...

Drop the old, but think new within ... E.g. the thing about digitizing communication. Thinking completely new. Not just a tired brochure with some color pictures. But there is so much you can do on the digital side which can precisely convey the story to new recipients. And then there is the collaboration. We work with ...

Yes, veteran boat coming on the water now this spring. In the collaboration through Visit, we collaborate with the Art Association, with the Hagelaget. So having a broad collaboration platform is some of what we are very aware of.

Let's see. ... How can the island community cooperate better with surrounding communities and regions to open up? If we see e.g. Fredrikstad or Koster. Koster is in a way ... Yes, we are Strømstad's neighboring municipality. And Koster is part of Strømstad. Now it's probably ... Yes, there is a good relationship with Sweden and with ...

But as far as I know, there is no defined collaborative project on the tourism side. So it is conceivable that there is potential there. But the collaboration with Fredrikstad has been there. I remember when I was mayor, there were ten of these service areas ours which were phased out to Fredrikstad. Economics, fire service, so first aid service, so what's it called. Medical ... No, emergency room. Thank you, thank you, thank you.

Central needs should be phased out, which we have in common with Fredrikstad. There is a very close collaboration between Rysa and Hvaler. Do you imagine any collaboration that could have been with Strømstad? What could it be?

It could be building packages with trips both in the Strømstad archipelago and out here in Vestre Hvaler, e.g. I'm thinking of the veteran boat called DS Hvaler, which will come into operation this summer. Then it would be a market for those who operate that boat, which is from Fredrikstad. You must partially have a quay site down here.

[SPEAKER\_01]

And e.g. had cooperation with Strømstad actors. I don't ignore that. Go to Koster. There are regulations about going to the International Archives and lots of things like that. There are many things that need to be taken into account. But there are opportunities for development. And you know that we are also going to go to Koster. And run the same thing there. So Koster is also one of the islands that has actually been set, which is struggling with something of the same.

[SPEAKER\_00]

I don't know the development on Koster in detail, but they don't have a mainland connection. That is the big difference between Koster and Hvaler. But do you know how the transport is from here to Strømsdal or from here to Koster? There is a boat from Skjærhallen to Strømstad. And it goes, I'm not sure if it goes for twelve months of the year, but it goes for large parts of the year. I'm not that famous, you know. No, then. There is nothing more than that. Otherwise you have to drive, but then you have to go around Halden and over Svinesund, then.

But it is not something to ignore that it works for people from Strømsdal to get to Hvaler. You know with the small boat traffic in the summer, it is huge traffic. That pool out here outside Hvaler and also down on the Swedish coast is very closely linked to each other in terms of tourism.

Now I don't have that type of boat anymore, but we were on the Swedish coast a lot. And I think that is consistent when you have a boat in Hvalerud of some size. Far more than going over the fjord to ... Yes, there aren't that long distances. So to get a collaboration between the various ... No, it's very close, that.

And it is too. But how much organized cooperation is there? I know that Hvaløy has cooperation with Orust, that island further down. But you almost have to ask others about that, because I don't know much about that. But Orust is, after all, an island community. So there I would also think that there are tourism conditions that are involved.

[SPEAKER\_01]

You have asked all the questions. We are on track with the eight questions we had. If there is something you would like to add, something you would like to present in this conversation, feel free to throw it out. No ... I could just take you down to the heap so you would have seen it. Can I take a picture of you, right? Absolutely. Then I'll post it on the website of ... Then we stop it.

#### **Audio-recording-2023-05-04-1046-093816.txt**

[Automatic captions by Autotekst using NB Whisper. May contain recognition errors.]

[SPEAKER\_00]

It is 4 May 2023. Then we have an interview with 2 May ... Sandvik Olsen. Can you tell a little briefly about who you are, and what you do? Yes. I am a mayoral candidate for Hvaler Høyre. And I have been a local politician in Hvaler since 1999.

I have lived in Hvaler since ... Or I have been connected to Hvaler since the 1980s because my father was manager at the nursing home that was here on the island. And then I moved here in 1996 and have lived here since then. And I have two children who grew up here. But usually I work as an adviser at the Session school building in ...

Yes. Have you had anything to play with the school project that has linked both west and east? No. Here out in Hvaler? Yes. After all, all the politicians have that in the form of us voting those of us who wanted it, then. I was among those who wanted one school in Hvaler.

So in that sense I have been part of it. I sat as FAU leader too when that school building came to. Yes, ok. Will come up with some extra questions about that afterwards, but I think I'll go into what your role is in the island community here too. I sit on the parish council, and then I volunteer in the church.

So that's probably it now. I've had many roles before. But that's when the kids grew up and such. I've also been associated with Frøkengården in Korshallen. That foundation. It's an old house. What is it? I who do not know? It is a house that ...

It is from the end of the 18th century, which Valør municipality received as a gift from the heirs. And now it is owned by a foundation, then. So we have restored that house and made it available to the public. So it's a visit, then? Emphasis. I think it's exciting that you are a Christian and do church work, as you said. Right? Yes. I myself am part of Setrekirken in Sion.

Yes, yes. Ruben... I don't know if you know them? Meyer. How would you describe the island community and its current state now? I would say that Hvaler municipality is a very good place to live. And it is an attractive place to live. But we have very good living quality here in terms of ...

Among other things a very vibrant cultural department. We have a good school. So ... yes, Hvaler is a good place to live for those who want to have a closeness to nature and ... Yes. What are the biggest challenges in this society?

Above when it comes to innovative development and sustainable growth. So if one were to say something about the largest ... Yes, because it is in relation to ... Yes, not correct, so it is in relation to sustainable growth, not the biggest challenge of the island community? Yes, but you can also weave it in, then. Because you can take both sides as you see. Because it is also important to see all aspects, really.

The biggest challenge is that those who move to Hvaler are five plus. In the short term, there is no big challenge. Because those who come here are very rich in money. So it provides good tax revenue for the municipality. But if we look not too far ahead, only to 2030, then over 40% of the population will be over 60 years old.

And a large proportion of them will be ... It has been estimated that approx. 200 want dementia. So that within a very short time horizon then the Vardø municipality will have a big challenge related to health services.

But the fact that we get so many people here in 50 plus, means that the first 20-30 years, after they have moved here, so is they a huge resource. And they are also part of the reason why we have such a vibrant and rich organizational life. That the Cultural Weather Association and Lions and all these that are based on volunteering have an enormous supply ...

By people, then. Who want to contribute something. But in the long term it will be a challenge. And then it is clear that it is a challenge that there are so few families with children who move to Hvaler. And we know that there will be fewer of them. Statistically speaking, we are giving birth less. You can see that.

So there are some who want to move to Hvaler. Maybe a bit like that they want the quality of life that you can get as a family with children in Hvaler. Our kindergartens, for example, are nature

kindergartens. They are outside. They fish lobsters, they fish crabs, they pick potatoes ... They have offers that you can dream about elsewhere. In cities. So someone chooses it. But then it is clear that the entrance ticket to Hvaler is quite high because house prices are high. And for those who are in the establishment phase, then it will be more difficult to establish yourself. If I dig into two things that I think about, I think first... You mentioned that it was a nursing home before. Is there anything that ... If you think about work in the future, is there anything that maybe should be re-established? I think that if you are going to ... You have to look at elderly care as a whole. And look at that presumably there will be a need for more institutional places. But there would just as well be a need for perhaps more age-friendly areas where it is arranged for older people to live over time, then. So that you have to think a little new in relation to ... So, we have said in our program that we want age-friendly housing. In some places you have such a dementia village and such. I don't know if it's ... An alternative for Hvaler. But that you have to think about it to a greater extent, then. Where you can take care of people, and where it is easy to get in and such. So you might have to think a little further than pure institutional places, even if that need will also increase. And then it provides jobs too, I think. So here, then. Nurses who come here and work, then. Yes, but that's it... So the biggest challenge is recruiting... Recruit, staff up these institutional places. So already today we are struggling to get qualified staff for the one institution we have. So even if it could be a good thought, then it's not that easy, then. No, OK. I understand. And the second thing I thought of digging into is ... Are there any challenges because there are so many cabins, that housing ... families with children ...

[SPEAKER\_04]

Must compete for the place, in a way. And those who have it family-owned for generations. The cabins are not a challenge in themselves. Because they are located there, and no new cabins are built. So the cabins do not compete with ... I was thinking about residential area, so that you can build permanent residents here. So it's not like the cabins are ...

[SPEAKER\_00]

Taken over land so much that you don't have the opportunity to build homes. No, it doesn't. There are no challenges there, no. So we have enough residential plots. But when it comes to ... We have ... We have compulsory residence in Hvaler. But if you inherit a house, you avoid the compulsory residence. And there you can of course ask yourself whether it would be wise to abolish that right so that the home will be put up for sale. So that in that way that there will be more homes for sale. So don't you just stand there with your house empty? Yes. You can say that. But it is something that will be consulted on now, actually, and it is a bit like that...

[SPEAKER\_04]

Politically difficult topic. Yes. Got it. There were many opinions there, I think. Yes. What initiatives has the Øystad community taken earlier? Do you address these challenges? What you mentioned. Has there been any measure there?

[SPEAKER\_00]

No, not really. I don't think that something has been systematically and strategically done to solve the future-oriented challenges we have within ... That comes by ... 2030 is not that long. It's not like we have ... I don't think so. And when it comes to families with children, you have ... Tried to tempt some developers to make more affordable housing. But they have not succeeded so well with that. Because these homes are still bought up by ... Homes that were thought to be more attractive for families with children. Behind here, among other things, then there are 150 housing units that were thought to be attractive for ...

Families with children, because there is more variety. There are both detached houses and terraced houses and six-person homes. But what you saw was that people from Hvaler, who then had detached houses, sold their detached house and moved in behind here instead. So there are some families with children who live there, but it is very small, then. So they took those opportunities to themselves, then? No, or you can say that what they did was that whalers moved in there, so their house became ...

Free and sold, then. But then there will be new 50-year-olds coming in. Because that will be too expensive for people in the establishment phase. Has there been anything about such an Obos scheme? Where you have the opportunity to buy half and own half of Obos? Not with that form there, but it was a project maybe 10-15 years ago on the other side.

Where ... but which never came to fruition. OK. Do you know what was the reason for that? No, I don't know. But I remember seeing drawings and such on it, that it was for political treatment. So I don't remember why it didn't come to fruition. So it has been up once, then. But another thing that may have been thought, which was a political argument, it was to maintain the primary schools on the octagon ...

And here, at Skjærallen, to attract more families with children. But it hasn't worked out. And now we have closed down the primary schools because ... We didn't have the finances, then, but we kept them alive for quite a long time. And then they have chosen to keep the kindergartens, so we have very good kindergarten coverage, and we have flexible ...

Kindergarten admissions throughout the year. So that in that way it should be ... But both ... So ... I think all political parties are concerned with finding some gate into spatial plans and municipal plans. And get more binding ... in relation to housing. Also what you mentioned there with ...

In Fredrikstad they have it. Apartments that are sold to young people, which do not rise in value. So that when you sell them, you get what you gave, in a way. And maybe think more that way there, then. Yes. I think it might be a good idea if you want to have ... Because everything is quite expensive now, and then the interest rate is high. And it is a bit difficult for the young people to perhaps establish themselves, if you still want them here.

Entrepreneurs and that kind of people. Or those who are already children here before. So that they stay here, then. So that those opportunities exist too, I think. Yes. There are a lot of people who come here and start businesses. So there are a lot of one-man businesses here. Artists, sales, various kinds.

But when it comes to those who move out... It's a bit in the nature of the matter. That when we don't have more than 9th grade, you have to leave the municipality to get an education. And now it's like that most people go to college and university, and then you have to leave the

municipality. So it is completely unrealistic to imagine that you will be able to keep the young people in Hvaler from the age of 18 to ...

26-27 years, then, where you are in that phase, if you are going to get an education. But then of course there is the possibility that they will come back, then. And there I have no figures on how many of those who move out will return. But it is a challenge that I don't think we will be able to solve. Because they have to go out to get an education. Yes, I understand.

[SPEAKER\_04]

We had a small discussion with some teachers about that ... You have the University College in Østfold in Hallen and in Fredrikstad. If you look on the other side of the fjord, then you have the USN, which is much more established and in several places. The idea was that you could have a college out here that runs, maybe.

Marine biology, agriculture ... Kullulari school, which connects restaurants and the service profession. Also connected with divers who do marine biology. So that you have attended a vocational school in Fagerstad yourself. And here you are in a perfect relationship with all those types of activities and learning to work on oil platforms and all that type of activity.

ROV, which is robot-controlled, that kind of thing ... Had the technological, and agriculture, and food and marine biology linked to one point here, then maybe you could get it at a college in Østfold unit here too. Which could have been something exciting. At least you get students who are here all year round. What I'm thinking about is competence ...

[SPEAKER\_00]

And establishing professional environments of that type, then. It is quite demanding. There is a reason why Østfold University College has become larger and is looking for partners. But of course if you could get a department out here, then I think you almost had to have chosen ... Because you have agriculture in Ås, right? I'm not that far there. So you probably had to choose.

[SPEAKER\_04]

Marine, maybe. And that's the national park. But I think culinary food and that type of thing could link cooking schools and that type of thing. Because you have oysters, you have a lot of seafood. The expertise might lure restaurants that become ... Michelin restaurant pulls people from wherever you are, in a small hole in the forest, so people go there.

[SPEAKER\_00]

Because you mentioned challenges in relation to sustainability. Then I think that the biggest challenge in relation to sustainability is competence. And understanding, well. Yes. As long as we are ... Half of the population travels out every day to go to work. And then there are also quite a few here.

But on the whole, I think that competence and cooperation and building professional environments are the biggest challenge in relation to sustainability today. Because it gets a bit like that random. It's not something like that. Speaking of. We met a woman we loved where we finish hiring. She said ... We asked her what she wanted here, she who has lived here for a while. She said she lives an hour away to go in here.

[SPEAKER\_04]

I ride a lot, but I don't dare because it's such narrow roads. And there is no convenience store. I can't buy milk or bread or eggs. I have to go out here. So that was one of the things he mentioned. And then he said that there are no buses going where I live. You say it's a flexibus, but it runs between nine and three.

It's a bit exciting to hear what people think, and the challenges there.

[SPEAKER\_00]

But that says quite a lot about how high our expectations for accessibility are. Because that ... That in itself, then ... For who will pay that the bus that will go around the island? So you can imagine that the flexible bus is a very good offer. But then you actually have to plan a little in advance. You can't do it exactly when you want. But you have that offer. So sort of socio-economically ...

How would you be able to meet those challenges there? And it's clear that cycling had ... I don't dare ride here either on Hvaler in the summer season and when there is high pressure.

Because it's completely insane with traffic. But do you think if you had facilitated the cycle path here, then maybe you wouldn't have had that traffic?

It is clear, but in relation to the sustainability perspective, then ... And also the social economy ... We have a cycle path to the Hvalar tunnel. So ... No, it is ... There are good issues, but it is difficult to find any solution to it. On how we should get ... But that it would have been ... But somehow ... Yes.

[SPEAKER\_04]

The privatization of the ferry berth that goes to Sondre Sandøy and the other places... They have a fixed route system, in a way. But if no one calls, they don't go. It could work for Flexibus, then. That they had had a little more flexib... A little ...

Faster flexibility. Then it won't be this one that you ... You can still be a bit spontaneous, but maybe you have to go an hour ahead, then. But it's clear that the ferry is a little different, because the ferry runs anyway. The only difference is that it doesn't go to lions.

[SPEAKER\_00]

There are some routes, right? Then it says that if you call in advance at that time, he goes to Løve. But if you don't call, he won't go. But he goes to the others. Do you think there is something you could do with the bus as well? That you take the slightly simpler route, but that it sticks in if it is called? I don't have enough knowledge about that ... To that it ... Now I'm going into detail. We're going to go, but I thought it was just fun to ...

What do you think ... Or how do you think the island community can improve its development ability? Yes ... I think that is really connected with what ... As I said in town, that we have to build competence, establish professional environments, and we have to collaborate with other professional environments. So that the initiative that you are part of, then ...

I think that is good. And that costs and Bornholm and these island communities that can be compared to Hvaler, that they talk together and can have experience sharing ... I think that is good. But I also think it is very important that Hvaler thinks through what we want, what we should be.

Because now it's becoming a bit headless that everyone is talking about us having business and operations all year, and we have to have more jobs and ... But what is it that we really want? What kind of picture are you saying there? Is it divided, or what point of view do you hear, you who live here? No, that's what you said at the beginning. That some people don't want anything more to happen out here. So they want the silence and calm and ...

There should be no development. While others want it to a far greater extent. So I think it must be a balance. And at the same time we have the road we have. How much more traffic can it withstand?

We are very vulnerable, that bridge that we can only drive over 60 km. So how interesting is it really to talk about growth when we have big problems with traffic relief? We don't have enough electricity. We will have a ferry now that we don't have enough electricity for.

We don't have enough water. We have to solve ... There are many big things we have to solve, then. So the question is... What do we want, and how are we going to get better at what we do? If you look at the number of people here, and then you look at the season that is, for a year...

[SPEAKER\_04]

Then we see that it spreads very high in the summer now. If you could balance it, is that the way you think it would have been sensible? Or is it okay that it is a little smaller during the other seasons? Because it becomes so much burdensome during the summer, so you just want to take it easy. But you can't do anything about the summer, right? Because Hvaler is a popular destination in the summer, so you want to have that peak in the summer anyway.

[SPEAKER\_00]

So you won't be able to do anything about it. But what you might be able to do something about is have something more ... So if you had one ... So something that happened otherwise in the year, then. And I only know one company that has been open all year. In the restaurant industry, and that is Førstereis. They are open all year.

Not every day, but they are open all year. None of the other tourism companies, Big Fish or Valer Gjestgiveri or any of those who are open to visitors all year. Samler doesn't ... No, they don't either. But they operate in a slightly different way, because ...

They don't drive ... You can book in there. You can have a conference there, but you have to deal with everything yourself. Bigfish has been very good now, with the same bite with us. Yes, but they haven't been open all year. They close in January-February. So ... Is it the feeling that ... That everyone works a little on their own?

And aren't in teams and have some kind of community where they might work together a little better. I would say that Vardø Næringsforum was established a few years ago. So they are in the process of establishing a good collaboration between several business players. And there you see your energy effects.

So there they have just that as ... as a goal, then. And they also cooperate with HUB in Fredrikstad. So I think that Hvaler Næringsforum is certainly an actor that you can involve in that collaboration here, then. Because they think a lot ... And they have monthly meetings with the mayor and the business...

[SPEAKER\_04]

The boss in the municipality. So there is better cooperation in progress, then. Because then you might get it better with ... As you mentioned with the food places or the restaurants, that they may be a bit more flexible and see potential. Because we notice quite quickly all our own observations when we have booked that place.

Still, they just turn, because they know this is closed. So you can see that the demand had been ... I feel that it could have ... It exists, then. But it's closed there. Yes. I don't know if you first ask yourself about the demand, or how big the demand is, then they will answer that better. But it is the only place that is open.

[SPEAKER\_00]

Yes. So there are plans for a hotel in Skjærhallen, and that's all well and good, but again you have to print everything down in Skjærhallen, and then there are big problems with the logistics up and down, so it's a bit like that...

[SPEAKER\_04]

Yes. We got to talk a bit with the bus and access centre. And it was in the place of the address that there is a lot here. All the traffic comes here. Everyone wants to go to the end. And they said that the problem is that there is not that much ... They want to get people scattered around everyone, like me in Valia.

... concretely what I have asked, but if you have received money for some project ... You choose it here, right, because you have worked for it, but would there have been any idea to distribute it instead of not having that traffic here? That you think more strategically that, you know what, now we're going to bet on Czech Republic, or now we're going to bet on the other islands, or Vesterøy, or ... That they get that money here, then. Then you get the key mark there. Then you get it distributed, so you don't have to have the pressure here.

[SPEAKER\_00]

Yes, of course you could consider that when you see what kind of project it is, then. But the development has also been somewhat controlled by which houses the municipality owns. They own the Kornmagasinet, so if they are going to have any activity, then they have to be there. And then we have got a lot now at Floren. And then we have that ... If you are at Storesand ... So it's like a mix of access to locations and people, then.

[SPEAKER\_04]

If you have another visitor center there? That you share, then? Absolutely. Before, they had a profile under Kunstgaten and such, then, on ... I think if you make things attractive in several places, then not just ... Here's the croup! But ... How can you and your organization contribute to improving the island community's development ability?

[SPEAKER\_00]

I think we need to ... We need to get much better at looking at the whole. And ... Shall we see ... For question number four, are we done with it?

Yes. We have gone to both four, five, six and seven.

Establishing water meters. Smart technology in relation to electricity. So we've had like ... We've had small projects like that. But I kind of miss the one there ... Community? No, that is, the connection. The big plan, in a way. Some get a good idea here, and some get a good idea there. How long does it last?

The two specific things are kept alive. Because they are permanent installations. And which is very good, because Vale municipality can now see e.g. if there are leaks, and get stopped and such. Before we had a lot of water that went to waste. But it is like that to look at the sustainability perspective, not just as a word of honour.

But that we look at it and consider it as part of our development, then. Do you miss some kind of joint museum, call it, leader who keeps control, or a project manager who looks over the coordination, or on the sustainable? Which maybe links everyone in one? No, I might think more like that it should permeate the whole organisation, then.

[SPEAKER\_04]

That there is a value at the bottom of all managers when purchasing equipment and when making assessments. But how is it done in the best way that one ... Is there anyone as mayor who will manage it, or anyone else who will see his employee ... Common vision. That it is aimed at the same direction and does not burst.

[SPEAKER\_00]

Having it in our programs and getting it into the municipality's plans. It becomes such an overarching view of values. But it is the councilor who must then sort of incorporate it into the organisation. So that it ripples down all the way down to every single business, then. And that is probably where I think sustainability is a word of honour.

[SPEAKER\_04]

And that it's a bit random which balls we throw up, or bounce up, then. I see a lot and have heard a lot about volunteering around here. And surely those who are older, who do not work now and think that they have to come up with some employment and make a lot of effort, but then you have ...

The person you can bear at a certain point. And then it gets a little weaker as time goes by. And if you don't have more initiators in it. But younger people are interested in profitability and money. So getting voluntary work to become profitable and business could have been something I think you could have like ...

An inspiring one for the young. Don't do it for free. Pay, then. There are people who pay. A bit of an entrepreneur spirit. Because then it can spread to the young people. There are opportunities here. There are people who have money and get paid. And then I thought voluntary is great work, but how can you make it profitable for Hvaler to get money in here?

[SPEAKER\_00]

Yes. Now it is a bit in the nature of volunteering, then, that it is not unpaid work. So I cannot see on a standing foot how it ... And what challenges it would solve in relation to tax and fees and turnover and ... After all, we have a voluntary coordinator who is municipally employed, who manages ...

[SPEAKER\_04]

And the man you talked to, Thomas Olsen, also has ... He does a lot of antipedics. But I think so that profitability draws life, and something that lasts longer. That you start to think ... Ok, you know what, it's voluntary to some extent, but now we're starting to take ... Maybe see ... winning in something, too. Yes, it is quite possible that you see something that not ... I can't quite think about it.

Yes. It's like children's legs when you stand outside selling lemonade. That way of thinking, it bases it. Because you get this foundation in the soul here. I feel that you have this spirit of voluntariness. But can you get it to become ... Think a little profit, then. Yes, but it is today, because that voluntariness contributes to applying for funds and ... So you get funds for the project, then.

[SPEAKER\_00]

So e.g. all the voluntary hours that we worked at Frøkengården, it was ... We put it to rest when we applied for various funds and such for money. Because there must always be a separate effort, then. So ... I was thinking of having such a young person. That they see that ... You know, there are jobs here for me.

Yes. No, then I think that one way to go is to have young entrepreneurship and entrepreneurship in primary and secondary school. So that they can sort of get it that way, then. UFC is just the ... It's a nice thing about voluntary work, but it competes with that entrepreneurship if you think that ... This is always free.

Then you have those who think that how can I do something profitable if others get things for free? You get this one. Yes, it depends on what it is, then. If it's grinding on a carpenter at Hvaler museum, then I don't know ...

It depends on what kind of activity it is. I don't think there are that many activities that are free here, which will be easy to transfer to entrepreneurship. You mentioned concerts ... The church has some free concerts, but otherwise like ... I'm thinking of Bråttet as well. Some voluntary. Some payment ... I don't know how it is ... Yes, but they wouldn't make it if they were to start ... Taking payment? Don't you think they would pay for it? If it had been qualified?

[SPEAKER\_04]

No, but suddenly ... Everything that happens suddenly, you have to pay to come and see. Yeah, that's the way I see it. Now I know what you mean. Yes. But they won't manage without volunteers, because then the tickets will be far too expensive. Yes ... Maybe. Yes. It depends on who you attract, then. If you have the good actors and people pay a little. Because there are different price pictures for who is here, then.

[SPEAKER\_00]

They've had productions suddenly for many years now. And it runs full houses. So it's a very good visit. I have no idea what the tickets cost. It quickly becomes NOK 400-500-600 per person. So I don't know if you have so many of the group that would pay so much more than that.

[SPEAKER\_04]

A person mentioned that in Sondre Sandøy she could pick strawberries. And get paid salary. But now there are so many laws and regulations. And it was much easier to just ... Work smarter. Yes, that you had the base run. Yes. How are we going to attract those people and jobs and young families? And what is it that ... If there is a lot of volunteering, then. Elderly generation.

[SPEAKER\_00]

Maybe a bit black ... But back to Syveren. How can you and your organization contribute to improving the island community's development ability? No, then it is that we have to become better at thinking holistically. And get it included in our strategic, planned work, then. And that it must be followed up politically by the mayor.

That the councilor is actually doing what we have said he will do in relation to sustainability. More comprehensive. It's a bit of a boring answer, but that's what I think. Because if you look at it, historically it has been West and East and that type of thing.

[SPEAKER\_04]

Don't go over there, because they have it. You've had it here. A bit chilly. A bit like Porsgrunn, Skien or Sarpsborg, Fredrikstad ... They here are ... We are a bit like that separate from each other. But now I've heard the positive thing about the new school, that it has linked people a bit. That I get a little away from it. Do you feel that the old way of thinking still runs through the acid here? That you are a bit like that... No, I won't do them.

[SPEAKER\_00]

I won't take that electrician there for me to take one from Fredrikstad instead. No, I think ... Now we've had quite a lot of immigration from outside, so I think that the east-west way of thinking is much less now than it was before. And I think that the school can be involved and is a good contributor to that now we are together.

So I think that is very good, but it is a bit in people's nature to very quickly think group. So it's not very different... You can find that everywhere. But I think we're on our way to becoming a mu... So that it's gone, then. And I don't think so... But of course it's much easier for those who live on the other side to use the builder on the other side than to travel out here, because then they have to go through the tunnel. I thought so that you let those who live in Hvaler ...

Get the money in Hvaler for the companies that are here. So not if it has to go to Fredrikstad or Sarpsborg to get a carpenter there. No, but I don't think we do either. I think that most people use craftsmen in Hvaler. But I think that ... Or if it were to appear ... Or it is very natural of us that those who live on the western islands use the facilities that are there, and that we who are here, use here. Because you have to go through the tunnel.

[SPEAKER\_04]

And it's actually if I ... It's three miles from here to the eight edge. So it's ... Then I might as well drive out of Island, if you understand. So there are some distances, then. As the problem. Because I thought of what you said about comprehensiveness, getting it to. And the school was

one of the factors that I think has tied a bit, then. From the old thoughts. But are there any other challenges to get that whole? To be united? To ...

No, I think that what ... That you have to be careful that not everything ends up on the reef, e.g. That you think about the entire island community. And that they, for example, on the rise are seen. How can the island community cooperate better with surrounding communities and regions to achieve common goals, then? How do you think you can do it?

[SPEAKER\_00]

There is a lot of cooperation today at both administrative and political level. And the National Park has contributed a lot of expertise and cooperation, so it will be ... So it will be to continue with it.

Politically speaking, I would probably like more cooperation. Because now I feel that it is very much governed by the mayor and the position. So that the rest of us, who are not part of the political majority, we do not get information. We read it in Fredrikstad Blad. So I find it difficult. Actually a bit demanding. You feel that he holds a lot for himself, or ...? She, yes. It's Siri...? No, it's Fredrikstad. Mona Vøver is the name of the mayor here. And perhaps it misses the holistic thinking and the sustainability thinking in the political governance that is here now.

And that there are also not that many meeting places that make it possible for us to get better.

Kind of having a bridge between all links? Yes. And that is the mayor's role. A very good example is Gardeferja now. Yes. Which will be a zero-emission ferry. It was decided ...

In 2019. And so it's somehow not thought of anything. It seems, then. For us. Because it has not been decided ... We don't have enough electricity.

It is not clear where the boat will be charged. The boat cannot dock to several island communities because it is too deep. It is not certified to go to lions. And then you wonder a bit about ... What happened here? Where have the plans been? And then everyone leans back and blames everyone. So things are put between the chairs?

And the same with the octagon, which one had hoped for ... In our time, when we collected the schools for one school, then we said that the old schools were to be sold. To raise income. We have almost one billion in loans in this small island community which ...

But the political regime that is sitting now, it will then focus on getting such a center on the octagon. And that in itself is a very good idea. But the point is like ... Who will run it? What will it cost? And now it has just been going on for two years, where you just buzz around on ... Project thinking times? Yes.

[SPEAKER\_04]

My brother has worked at large shopping centers in Stockholm. It is to find those who are project managers there, the shops that are most enterprising, and choose who to rent out to. It is the most profitable thing to be, which attracts people. There are many strategic choices to find out the most profitable items that fit best in this society and others.

Yes.

Everyone is on their own, right? The last question I have for you. If you had no restrictions ... No ceiling, no ... Nothing! Just think completely freely. A perfect world. How would you feel here?

Private ... You can just say it completely freely.

[SPEAKER\_00]

If you don't want anything human at all... I understand that. No, if I could choose completely freely, then I would ... What I would do first, is to do something with the infrastructure. And then I think about e.g. the road to Hvarder. Got footpath and cycle path along all the bridges, the road. Like secured both cars and pedestrians.

So that we who live here and visitors could get a much higher quality of life. Both in relation to traffic safety, but also for getting around. And if one could then built wise cycle paths or cycle paths on Hvaler, so that it was ...

But isn't it a compromise?

We got it on the cycle path that runs from Skjæralen to the tunnel. But it wasn't given, that is. Because there are quite strong provisions on zones between ... Which also has to do with safety. Zones between cycle path and road. So raising the infrastructure on accessibility ... And raised the infrastructure on waste management. And raised the ferry service. It had given us all together such a huge boost. Which had benefited all the inhabitants. And then it is clear that ...

Had we got the type of business that ... Could be year-round open, which could ... Which had led to visitors all year, but not in the order of magnitude that we have in the summer. But if you could have something all year, then I think it would have been a ...

In any case, it is the case that if I, as a private person, want to have a big Christmas party, invite the whole family, then there is no place to live. No. So, it's not possible... So, like... Previously, we had the Rorbuene, so you could rent apartments there. You could rent apartments up on Sandbakken. It's gone now. And if there were guests, they haven't been open all year.

[SPEAKER\_04]

So even for me as a private person, it is difficult to invite company if you are going to spend the night, then. We got talk to someone who mentioned exactly that we don't think we should spend more resources on it. Without us being more flexible with what we have. And offering to rent out the cabins that are empty. Rent out the homes that are empty. How can we make them e.g. empty or schools? Why can't it be an alternative as ...

Who could have been a bit more visitors from NMBU. Who comes in the winter and has some projects that could have lived here. There are many who rent out their cabins. I don't know if Hvaler hytteutleie exists anymore. But we have rented out our house through Hvaler ... But I don't know if that company exists anymore. Yes, Hvaler hytteutleie still exists.

She thought we should be flexible. That one should be a little more adapted and see the possibilities with what is. But at the same time, it is the hotel that is coming now. I want an improvement that way there, then.

[SPEAKER\_00]

She is going to work this summer, so she rents out her room in Oslo. So there are ... Possibilities exist. But you have to remember that people use their cabins from Easter to October. And a good number of the cabins have good standards. But also very many cabins do not have a standard that makes it possible to live there in ...

During the winter months. And then it is clear that here at Skjæralen, or central location, it is perhaps easier to rent it out, then. But it is a large island municipality. So ... So, yes. I think the

thoughts you have had about what you could think would be a potential for improvement, are very good things.

[SPEAKER\_04]

But we don't have money for that! Yes, there are resourceful people here. But it is clear ... Then it will be private. But at the same time so ... To seek the right money in the EU ... Slightly elsewhere than just Norway, perhaps. That you get to see how you can make it happen.

[SPEAKER\_00]

We've been here long... Yes, because now it's one hour. But there were no more questions I had. Have you received answers to what you wondered? Yes, lots of good answers. Because on that question six, somehow... It's about working purposefully.

Yes. That's good.

I read that it was the island's challenges and not sustainable at first. But that it came further down. But that's fine. Then I get to go back to work, maybe. You have very nice skates here. Yes, thank you.

#### **Audio-recording-2023-05-04-1246-121045.txt**

[Automatic captions by Autotekst using NB Whisper. May contain recognition errors.]

[SPEAKER\_01]

Then it's what is your role, or that is the company's role, in the island community? No, what is it? We have to run a shop to have something to live on. So what we do then is try to deliver something that the market demands.

And there is food and drink in our price range with our selection. How would you have described the island community? It is a strange municipality. It feels a bit like Florida, where you move when you get old.

There are a lot of old people. I read somewhere that it was Norway's second oldest municipality, considering the age of the inhabitants. So there are tourists and old people. Is it good cooperation, would you say? Between the companies out here?

Yes, it is ... I have worked elsewhere and have been more composed before. But it is something, it is. But it could always have been better. Yes.

[SPEAKER\_04]

What are the biggest challenges the island community faces with innovative development and sustainable growth? So, what is the biggest challenge for the island? To Hvaler, sort of? Yes, what ... For our part, then ... As we who run a business out here... It's...

[SPEAKER\_01]

To take an example... We are three brothers who run it. Plus we have some parents who own the ski too. And then we have one permanent employee. We have a relationship with large turnover, mostly when it is summer. So in the winter we have a couple of x-helpers stop by, and we are four permanent ones.

In the summer we have had over 80 on the payroll. And then the problem is that it is so seasonal. We start almost on a blank slate with training people and such every year. So it is difficult to keep up workforce, because there is not enough activity here.

[SPEAKER\_05]

If you think ... Now the destination council is running and trying to create that Hvaler all year round. Perhaps you see it as positive? Yes, we tried to ... We started a Christmas market out there which was top notch. But then the municipality really just took it over. And then we didn't bother to govern anything more with it.

[SPEAKER\_01]

I don't remember what happened, but suddenly the municipality had ... Started something special? Yes, about the same time. We didn't bother anymore.

[SPEAKER\_05]

So there will be a bit of an overrun? There will be a bit of a double now? Yes, then you can say that it is bad cooperation for the municipality when some private parties try to start something. Yes, we did. It was packed here the first year. Because there had been a Christmas market, for example.

[SPEAKER\_01]

I don't remember where it was. It was in some weird places. This is the city centre. For me, it seems most logical to have something like that in the city centre. Then it's been in some weird places where it's hidden away and stuff. Right? But then there was a sudden Christmas market here, after we had started. I remember ... Daniel asked me, because he was the one who went there.

[SPEAKER\_04]

What actually happened, he knows much better. But there were some conflicts, so we couldn't. We just ... Yes. It goes a bit into the next question. What initiative have you or Øysamfunnet, i.e. Hvaler, done to fix these challenges? It is so summery if it is the biggest ... It is a big problem.

[SPEAKER\_01]

It applies to a lot of other things. Technically and municipally. There is a super load on infrastructure and everything else. Just when it's peak season, then. Then it's not possible to drive here. We have a warehouse around here, and we have one more business over there. Our fishing shop and ice cream bar.

And if I'm going to drive and pick up someone, I have to do it before ten in the morning.

Otherwise there is a queue and ... It's completely hopeless.

But it's actually a luxury problem. There are so many people here. But it's that ... It gets so violent, then. When you first have to complain about it, as I said. But it is ...

If everything had been more distributed throughout the year. Do you think that the municipality has done something to change it in the past? No, I don't know much about that. But I know that parking spaces have been established further up.

Vinmonopolet moved something from Spar, and that made it even worse down there. So when we moved it up into the streets there, it should help. Things like that. So it's just a matter of spreading things, sort of. Get some more air.

[SPEAKER\_05]

Yes. But in the winter, then? How can it be solved? No, that's just the way it is. You don't go to so many places where you do winter sports in the summer. No, it doesn't. But there has been a development in winter places as well. It is, say, Trysil, which changes its winter air to cycling trails. So there are opportunities. You just have to find those opportunities.

[SPEAKER\_01]

No, then. We have ... We try to lure groups out on shellfish and such. Because we have good access to it through the fish shop. So we have tried to make some events on it. And then we have something like that. We drive events with ... We use our suppliers. The wine and alcohol suppliers. Then we take themed evenings with forensic. Come and have dinner and drink ... And tasting of whiskey or cognac or wine, then. Then it's like such a ... User premises, then people sit and ... Then comes someone from a winery or a distillery and talks about the product.

[SPEAKER\_04]

Trying to do some true things, then. There are true things that are easiest for us to do. Which have to do with food and drink. But if you look at the challenges of it being very season-based ...

[SPEAKER\_01]

Do you feel that there is a lot of cooperation around the island community to make it less season-based, and that it should work throughout the year? To be completely honest, I haven't been involved in it much... Daniel takes part in it, I'm stuck here and working on the operation here. So he's mostly been involved in everything possible, such as Barnum Næringsforening and ... He's been a lot more involved in that thing there, then. So ...

But what is your personal opinion? Do you think there is little cooperation? No, it could always be ... Things can always get better, then. But ... I guess I don't think much about it. Because, as I say, then ... I haven't been involved much in it. Because I've had more than enough with ... Running the slide?

Before, I was a bit more involved with business associations and such. In meetings with the municipality and visit Fredrikstad and Hvaler and ... I was much more active there before. But do you think that the associations that are doing this, there is good cooperation in general? There was some activity there before. But as I said, I don't talk to them anymore.

[SPEAKER\_05]

Daniel does. It would have been nice if he ... He has gone out with a youngster who was supposed to sleep. But it's going just fine. We'll take it. Then we skip to ... You've mentioned something, but how do you think it could improve? Now there is talk of a lot of hotel plans out there, and it's one thing like that.

[SPEAKER\_01]

Which means that ... because inviting companies out ... Or doing events with companies out fishing for shellfish in the winter season. And everything possible like that that runs along the entire coast, even on Svalbard. It's popular, but ...

There will be a small friction when you have to go to Fredrikstad to sleep there. There are some opportunities for overnight stay here. Not very much. But you have to sort yourself out. If there had been a normal hotel here, things would have worked out... If there is a hotel route in there, you can have a collaboration with them.

You wonder how long you should be there, but eating at the hotel ... That's not what you do. So people go to the restaurants there. So then something like that I think would have been good. That's what you're aiming for? In the outside season, in the summer, there is no need to do so much.

It was extreme, but during the pandemic we had two weeks to wait for a table on Saturdays. We had a drop-in table, but we couldn't reserve the whole restaurant. So that says you have a queue indoors all day. You can't ask for anything more than that. But in the summer it works great. But apart from high season, accommodation would certainly have been nice. I think.

[SPEAKER\_04]

Shall we take some scripts? No, it just has to be ... Keeping up more. But also sort of like that ...

[SPEAKER\_01]

You probably noticed it when people came to the door out here. And hoped to come in, but then it has been... Then there's the staffing and such again, then. We have to settle for people who study and such, and it's at school and in the middle of the week, then. So we've had to have the staffing we need to open up honor.

So there is not enough turnover, perhaps, basically in the middle of the week to hire a few people. So keeping up more is a way that we can contribute. You have a place to go when you get out here on a day trip, sort of. It's not nice to go to a place where everything is closed. Then your husband will come. So it's a thing.

[SPEAKER\_05]

But it repeats itself, then. But if you can keep people at work. That's often what happens when you have a big performance with it being so based. Then it becomes in a way ... or the challenges only come on an ongoing basis. So. You mentioned that you had e.g. such a Christmas market out here. It's a thing that helps. Because then people come here. What happened then? That Christmas market.

[SPEAKER\_02]

But there was some conflict there, wasn't there? Because they are very much in favor of that. Yes.

[SPEAKER\_05]

Was there any cooperation from the municipality's side? We also have the municipality. We have interviewed the mayor and municipal employees. Everything is covered. And in almost all

parts of our project, this has come up with cooperation. That there is little cooperation, that the cooperation does not work.

If there is a coup that could have made you grow more... Then it will be in a way... They wanted to have control over it, then.

[SPEAKER\_02]

We had it here at our outdoor space. We didn't take all the tables. Then they wanted it in the square. And then we in the state asked if people wanted to join. Then they didn't want it. And then they were actually supposed to have it out there. So when I see, it's the square. But they have set up such stalls which in a way shut us back a bit.

And you were supposed to have it out there, at the 200 restaurants. And if it turned out that they were actually going to rule ... Together with two charity organisations, Lions and such.

Then they kind of take off, in a way, you guys ...

Yes, contribution, then. And just make it your own. Yes, so it was annoying, but at the same time...

[SPEAKER\_05]

So we still get benefit, we get a full house. So ... It could probably have been done in a better way. Yes. There are often conflicts that come up. We only have one last question, really, before we end. Do you dare? How can the island community cooperate better with surrounding communities?

[SPEAKER\_02]

So with e.g. Strømstad or Kostad or Fredrikstad or ... Do you feel that you have a lot of customers here coming from Strømstad, e.g.? I don't know anything about that. I'm standing behind here.

The supplier, are they from the local area, then?

[SPEAKER\_01]

We have our shellfish. We are our own supplier there. There are local fishermen and such. We use Hansa Borg breweries. It's the local brewery down here. It's the one with the old Fredrikstad brewery. We are also our own supplier of beer.

Did something with ... Bought some vegetables. But it was just something ... Plus? Yes, so ...

We're a bit like that... What can I say?

We are trying to stay a bit in the middle of the tree, as far as price is concerned and something.

So starting to use the small suppliers who deliver to the top Norwegian places in Oslo and something like that, it is ... Does the price of their goods rise? Yes, and we use ... We are such a small factory. So we ...

I spoke to Hoff, who runs potato products. There are a lot of fish and chips here. We are the biggest cut in Østfold in the summer. So we are somehow not that niche thing there with the small, local producers.

I'm not going to take in the seafood from our fish food and fjord fish, but fish as a whole is fine here. So we get that from Western Norway. It's Ringstad meat. Yes, but it is Rakkestad, then.

But it is local. It is much more local than Nortura, which can be the whole of Norway. So we use the Ringstad meat. By the way, the comf swings in now.

The vegetables from Bama are actually here from Østfold. There is a lot of vegetable production in Østfold. Indre Østfold, i.e. Rygge and towards Oslo. So a lot comes from there. But we don't use small suppliers like that. We don't do that, that is. We are a member of NHO.

Travel is the purchasing chain. It is a purchasing organization which, if we join forces and pay a quota, we get a lot of benefits back. It's a bit like being in a trade union. Only on the company's side. And then we have a number of suppliers where we ...

It is the big ones, like Askø, which is the Norwegian group, which has the most of the market. And Bama, for example. So we use a lot of that, since we are in the purchasing system.

Local non-food supplier. We use Norangro, we have switched to that in Fredrikstad. There is local paper and soap and such. But beyond that, it's probably not that much.

[SPEAKER\_05]

No, apart from those with vegetables, there is no one to use either. No, no ... That is perhaps one of the problems with Hvaler in general. And that the business world is not as big as in Fredrikstad and Sarpsborg, Dagstad locally.

[SPEAKER\_01]

There is something about cattle and such out here. But they are a completely different price range. It is fine to use such goods, but the question is what the customer is willing to pay. We are located at somewhere between NOK 200 and 300 on a plate. And it is a simple standard for food, I would say. It is not the best meat in the whole of Norway.

No, some cows that walk around and are very happy. It's not bad stuff from Rakkestad, but it's like ... Up here, in Indre Østfold, the farmer probably has a couple of hundred animals. Here he has twelve.

If those who have the big fairies want to develop them too, then maybe they would offer it at a convenience store. I think it goes to a Michelin restaurant in Oslo. And that much of it ends up in there. Yes, there are some difficulties. Yes.

There are some small vegetable suppliers out there doing some small eco stuff. They go in there. What's that called? Maema, no? Because Noma is in the grocery. Maemmo in Oslo. Yes. And then Noma. I just mix them up. Because Maemmo and Sandnes are just writing coffee. So there are people who pay anyway, then. And then there are small portions and such.

[SPEAKER\_05]

It's a completely different market, then. But at the same time, you don't want it to develop into such a market out here? You want the fact that customers may come in and get an experience of that OK, now we come to a restaurant where we don't need to fork out a lot of money. Yes, yes. We try to be such a Sør-Begg menu that locals can use us often. We operate with today's menus on ... Or, it is...

[SPEAKER\_01]

We are up on Friday, Saturday and Sunday, and then we make new food every week. New menu. And it should try to be a bit eel-like prices. So you can go out and eat every weekend. So you don't save it for a birthday or something like that.

[SPEAKER\_04]

Have you had any communication with the other restaurants here? There is something, but not so much. Communication or cooperation with any of the other restaurants? Again, maybe there are things we shouldn't talk about. We have a duty of confidentiality. It's only for research and things like that. So we talk to someone else about some things like that.

[SPEAKER\_02]

Things that are a bit problematic are that ... If another restaurant comes, they think it has lost its footing. Maybe do it for a little while, but ... While something is new, but then it will stabilize a bit? Yes, it actually increases strangely. They have done that all the time. But they became quite similarly nice to see at the start.

[SPEAKER\_01]

It's normal, then. Yes.

[SPEAKER\_04]

So there is some small space there. We didn't belong out there. We're from Sarpsborg. There are some bad attitudes around it, then. Yes. But it's something that happens in places like that anyway, I think. And it's actually something that is ...

Will try to ... So, like this will try to fix. It's a bit of things like that with attitudes and cooperation. Yes. These are the things we come up with to try to unravel a bit and try to make it what you want. If there may be some new things or measures that make it better for everyone, then.

[SPEAKER\_01]

As Daniel and what I said in town. That if someone comes, we steal turnover. But as I said, there is a queue in the summer. And then have ... You must have looked at that room where my father was watching?

I looked at the total turnover at the restaurants and it has increased quite a bit since we arrived. So everyone has had an increase because you have another alternative. Maybe you are in the harbor for a few extra days because you don't have to go to the same one and relax and eat.

[SPEAKER\_02]

You have a bigger offer, then. And more people come back, because they don't have to queue for four hours. There is only one more place you can go, so you don't have to queue. You get a different impression. I don't think it might be because they have worked up for a long time, and suddenly they have to come again and poop. We had great success, you know. It's just gone straight up. But it's probably not that they don't understand that ...

[SPEAKER\_05]

The big distinctions. There are big cars with lots of things happening. The more things that happen, the more people come, then. And yours is perhaps a bit where you have to come in winter? More things that happen, and more that is kept open to create such a Hvaler whole year thing?

[SPEAKER\_01]

We are talking about it as the only thing with a hotel. If it would have been possible to not have to go in to Fredrikstad to sleep there. That's the little friction there. It's only half an hour or quarter to go by bus. But that's enough. So that people don't bother.

[SPEAKER\_02]

Then you don't really live at the destination you went to, then. I think it would have done a lot, but many of the people who come here, come by boat and at the cabin ... And often those who live in Hyttefjellet, who are there in winter... That's quite a bit of the reason why there isn't much trøbbel.

But with a hotel, people can come here, because in the winter they don't come by boat. And people who have a cabin here may not come to the cabin, because they have another one. But then, if there is a hotel, people can come here without anything. Especially outbacks, then. Which are great, with Hvaler with snow. So ... I think that would have done the last thing, then.

[SPEAKER\_01]

There are people who go to the strangest places to do the strangest things. Which people think are interesting, then. Here it is like that with shellfish fishing and such. Lobster fishing in the autumn, go out fishing in the winter for shellfish and such. There are things people think are cool, then. But you don't get to do it when there is no way ...

Maybe there is another place, then. Look at Lofoten, then. People go up there in ... It's a fantastic landscape and such, but it's nice here too. But it's arranged there. For hotels and ... Yes, the way you can. You don't have to arrange everything yourself. You can just come and get a finished package, get a place to sleep, go to eat and such.

[SPEAKER\_02]

It is entirely possible to do such things, because it is very nice out here. But you have to take a place where you can sleep, or everything just stops. It has been tried on a number of trips, but it is not like that for everyone. So maybe more that habitual part. Then you can add more things. That it is a critical factor not to try to ...

[SPEAKER\_05]

Yes. So I think it has triggered a lot. Yes, I think so.

[SPEAKER\_02]

At least a good place to start.

Yes. And then it becomes the case that I work a lot. Everyone does here. I work almost two positions. And then there is no surplus to ... Develop further. No. Then just keep your head above water, sort of. And then ... The reason why it's so much work, then it's a bit like ... It lives

together on a repeat. You lose a lot of employee, but you make everything new again. So then we have to let it go, then.

[SPEAKER\_05]

Instead of going four steps forward and four steps back, you finally go forward. Yes. So the most important thing is to get the Hvaler all-year thing, so you have opportunities to develop. Yes. Then it's about the accommodation. The accommodation, yes. Then that's what we have to work on.

