



**Interreg
North Sea**



Co-funded by
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FREIIA



Høgskolen i Østfold

INTER - ISLAND

PRODUCT AND BRAND DEVELOPMENT

GENERAL REPORT

WP4 .3

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INTER-ISLANDS PRODUCT AND BRAND DEVELOPMENT

This report serves as an introduction to the activity Inter-Island Product and Brand Development. The activity explores how the islands within the FREIIA project can collaborate to develop a shared identity and brand, a form of joint branding for products and services that are sustainable and represent the islands collectively, rather than individually. The aim is to examine how the islands can cooperate both with each other and with surrounding regions or the mainland to strengthen visibility, competitiveness, and sustainable value creation.

This report forms the basis for nine thematic sub-reports, each of which highlights products, services, or collaborations related to sustainable branding.

What's Important to Know About the Islands

The six islands in the FREIIA project (Hvaler, Schiermonnikoog, Bornholm, Koster, Groix, and Ouessant) vary significantly in size, population, geography, and governance. Still, they face many of the same structural challenges:

- Aging populations and youth migration to the mainland
- Seasonal tourism with limited off-season activity
- Small-scale economies, often reliant on tourism, fishing, and public services
- Ecologically sensitive environments requiring sustainable development approaches

These shared challenges create a strong foundation for joint learning and transnational solutions through student-driven venture proposals.

Similarities Across the Islands

All islands experience high seasonal pressure on infrastructure and services during summer.

There is a strong local identity and pride in natural and cultural heritage.

Sustainability is a core concern, especially in tourism and energy.

There is a need to diversify local economies and create year-round opportunities.

Youth involvement is limited but desired, venture proposals aim to reverse that.

Although the six FREIIA islands differ in geography, size, and governance, the interviews revealed recurring innovation gaps that transcend borders:

- Seasonal dependence on tourism
- Youth migration and demographic imbalance
- Limited housing and infrastructure
- Lack of coordination across sectors
- Economic and logistical barriers to sustainable development

The table on the next page provides an overview of key information for each of the six islands.

Island	Country	Population (approx.)	Governance	Demographics	Tourism Situation	Main Sectors
Hvaler	Norway	4,700	Part of Hvaler Municipality	Many part-time residents, aging permanent population	Strong summer tourism, low winter activity	Tourism, fishing, public sector
Schiermonnikoog	Netherlands	950	Independent municipality within Friesland province	Very low population, few young people, high share of elderly	National park, strictly regulated, seasonal tourism	Tourism, nature management, local services
Bornholm	Denmark	39,000	Regional municipality (Bornholms Regionskommune)	Mixed population, relatively stable year-round residency	High summer tourism, but also year-round activities	Tourism, agriculture, renewable energy
Koster	Sweden	300	Part of Strömstad Municipality	Low number of permanent residents, aging population	Dominated by summer tourism, very quiet during winter	Tourism, fishing, local food
Groix	France	2,300	Part of Lorient Municipality	Aging population, declining number of permanent residents	Seasonal tourism, focus on nature and cultural experiences	Fishing, tourism, small-scale production
Ouessant	France	850	Linked to Le Conquet municipality (special island status)	Very small and aging population, geographically isolated	Isolated tourism, challenging logistics and weather	Fishing, tourism, public services

The themes for Brand and Product Development is based on insights and results from Work Package 4 of the FREIIA project. They reflect key findings from previous analyses, reports, and collaborations across the participating islands. The themes highlight shared challenges, opportunities, and values that can strengthen sustainable branding and product development, both locally and across the North Sea region.

Population Decline

Many young people move away from the islands to pursue education or find work on the mainland. This leads to an aging population, a shortage of labor, and reduced local innovation and activity.

As a result, essential services such as schools, shops, and healthcare have fewer users and are therefore at risk of closure.

Within the FREIIA project, this is viewed not only as a demographic and social challenge but also as an opportunity to attract young people through sustainable initiatives, entrepreneurship, and the creation of local jobs.

Housing Shortages

A large number of holiday homes and short-term rentals (such as Airbnb) make it difficult for permanent residents to find affordable year-round housing.

This creates uncertainty for young families and seasonal workers and hinders the recruitment of people for essential jobs (for example, in education and healthcare).

FREIIA links this challenge to the need for circular use of buildings and shared solutions, such as repurposing vacant properties outside the tourist season or developing co-owned housing models.

Seasonal Economy

The islands have an economy that thrives in the summer. Particularly through tourism, but slows down almost completely during the winter.

This leads to large fluctuations in income and resource use, including pressure on water, energy, and transport during peak season, and low employment for the rest of the year.

FREIIA views this as a barrier to sustainability, but also as an opportunity to develop year-round tourism, green jobs, and local innovation projects.

Transport Issues

Many islands struggle with poor connections to the mainland, both for people and goods.

Ferries are often expensive, infrequent, or weather-dependent, which affects local businesses, tourism, and overall quality of life.

This creates a sense of isolation and makes it difficult to participate in regional cooperation.

FREIIA explores green transport solutions, improved coordination between islands, and digital infrastructure (e.g., remote work and digital services) as ways to reduce dependence on physical transport.

BACKGROUND AND RELEVANCE

The North Sea Islands share many characteristic features. They consist of small local communities marked by local entrepreneurship and an increasing commitment to green transition. Nevertheless, they face several challenges, such as limited visibility, fragmented market identities, and a dependency on seasonal tourism.

A joint branding strategy offers an opportunity to collectively position the islands as a network of sustainable destinations and producers. By highlighting shared values such as authenticity, circularity, and community-driven innovation, the islands can strengthen their transnational appeal and attract investments, visitors, and new partnerships.



OBJECTIVE OF THE WORK

The objective of this activity is to:

- Identify and document sustainable products and services that can contribute to a shared North Sea Island brand.
- Explore models of collaboration between the islands, as well as between the islands and coastal regions/the mainland.
 - Propose the next steps for developing a transnational branding and marketing framework.

The deliverables include nine thematic reports and one strategic report summarizing insights and recommendations for a joint branding approach.

METHOD AND IMPLEMENTATION

In this phase of the project, we built upon the experiences gained from previous fieldwork. We identified the most valuable elements of the methods we had used earlier and developed a plan to optimize the implementation process.

The method was grounded in experiences with human interaction, relationship-building, active listening to local stakeholders, and close collaboration. We drew on the positive results of sending students into the field to engage directly with people. Working in student duos, they spent their first day on the island connecting with residents, promoting the upcoming workshop, and inviting everyone they met to take part in exploring the project's key issues.

Those who attended the workshop participated in a co-creation session where each islander had a say in selecting one of four main problem areas to focus on. Participants were also given the opportunity to define their own challenges within the chosen area. During the workshop, concrete ideas for products and brands with an Inter Island perspective were developed – meaning that they could be relevant and applicable across multiple islands. The purpose was to foster a shared understanding of how to create a unified branding strategy for all the islands.

After the workshop, the student duos returned to meet with local stakeholders and residents once again – this time to conduct interviews and informal conversations about how the proposed solutions could be improved. These interactions provided valuable feedback on what would work in practice and what might not fit as well within the island context. All inputs were carefully reviewed, and several of them helped shape the ideas further.

By involving the people who actually live and work on the islands in validating the solutions, the likelihood of achieving sustainable, relevant, and functional results in practice increased significantly.

Within this activity, a CustomGPT has been developed and tailored to support the FREIIA project's work processes. The tool serves multiple purposes: it provides accessible information about FREIIA during workshops, assists in verifying that proposed solutions meet the defined criteria for sustainability and innovation, and supports the analytical phase by linking insights from interviews with the developed solutions during post-workshop reporting. Through the integration of this AI-based tool, the activity has enhanced both the quality assurance of student-driven outputs and the overall efficiency of data analysis and documentation.

As a result of the Inter Island Product and Brand activity, we are now left with ten strong proposals for products and brands ready to be developed and implemented across the participating islands.

OUTCOMES

The results of these reports will feed into a broader understanding of how island networks can strengthen sustainable value creation through collaboration. They will also form the foundation for the final “Joint Branding Strategy”, which outlines a shared direction for marketing and identity development across the North Sea islands.



Together, these ten inter-island concepts represent a shared pathway toward more connected, resilient, and innovative island communities. Each idea addresses a specific need, from education and mobility to housing, health, and circular economy, yet they all share a common foundation: collaboration and local empowerment.

By linking people, knowledge, and resources across the North Sea islands, these solutions show how small communities can drive large-scale change. They combine tradition with innovation, strengthen social ties, and open new opportunities for sustainable value creation.

Ultimately, this collective work illustrates that the islands are not isolated points on the map, but vital nodes in a living network, capable of shaping a greener, more inclusive, and forward-looking future together.

The collaborative process resulted in ten concrete inter-island solution concepts that together form a shared innovation framework for the North Sea islands. These include: **Workation, Academic Island Residency Program, Reach of Hand, Give Locals First Right to Buy or Rent, A Day in the Island Paradise, Taxi Boat, Voluntary Island Donation System, Virtual Reality Community Health Network, Island Work Experience Program, and Island Repair Café Network.**

Each of these ideas reflects a unique yet interconnected approach to strengthening sustainability, inclusion, and resilience, turning the islands into living laboratories for collaborative transformation.

JOINT BRANDING STRATEGY

Building upon the outcomes of this activity, the Joint Branding Strategy provides a framework for strengthening transnational cooperation and visibility across the North Sea islands. The strategy recognizes that although each island has its own culture, landscape, and governance, they share a common vision rooted in sustainability, authenticity, and community-driven innovation. By translating these shared values into a coherent brand identity, the islands can position themselves not only as individual destinations, but as part of a united network of sustainable living and circular value creation.

The joint branding approach emphasizes storytelling and collaboration rather than uniformity. Each island contributes its own voice and identity while aligning under a collective narrative that highlights the region's unique qualities, such as clean energy initiatives, local food production, biodiversity protection, and creative entrepreneurship. This approach allows flexibility for local adaptation, while simultaneously increasing international recognition and market appeal.

Central to the strategy is the idea that the North Sea Islands can become a visible and influential cluster for sustainable innovation. A shared visual profile, digital storytelling platform, and coordinated participation in events and campaigns could help communicate this identity to broader audiences. Collaboration with mainland and coastal regions is also key, as it connects the islands to larger markets and strengthens the regional value chain. Initiatives such as "Green Routes," joint product certification, and co-branded tourism experiences could further enhance this connection.

The Joint Branding Strategy therefore acts as a bridge between research, innovation, and community practice. It supports FREIIA's overarching goals by fostering partnerships, increasing visibility, and promoting green transformation through shared identity. In the long term, this collaborative branding effort can contribute to job creation, reduced emissions, and a stronger, more resilient North Sea region where small islands play a leading role in shaping a sustainable future.



NEXT STEPS

The next step involves synthesizing insights from all thematic reports into a coherent strategy for transnational branding.

This will include identifying common values, target audiences, and practical recommendations for coordinated marketing and cooperation with mainland partners. The next steps will depend on the actors and partners on the various islands. It will be possible to share the ideas as an idea bank for enthusiastic local actors. This idea bank can serve as a foundation for future projects or lead to the implementation and further development of our products and brands.

ACKNOWLEDGMENT

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We extend our deepest appreciation to Project Leader Bjørn Gitle Hauge for his continuous guidance, motivation, and visionary leadership throughout the FREIIA project. His commitment to the project has been a driving force behind this work and has greatly influenced both the process and the outcomes presented in this report.

Special thanks are extended to the students and mentors who participated in workshops and fieldwork, whose creativity and dedication have been essential in shaping the ideas and outcomes presented in this report. We also acknowledge the guidance provided by the supervising academic staff, whose expertise supported the methodological and analytical development of this activity.

Finally, we would like to thank Høgskolen i Østfold (Innovation and project management) for their support and collaboration in fostering transnational learning, innovation, and sustainable development across the North Sea islands.

INTER ISLAND PRODUCT / BRAND: WORKATION

INTER ISLAND - PRODUCT AND BRAND DEVELOPMENT 1.0



ISLAND & IDEA TITLE

HVALER, KOSTER, GROIX,
SCHEIRMONNIKOOG
WORKATION



TARGET GROUP

SMALL ISLANDS WITH 5-20 STUDENTS
STRUGLES TO MAINTAIN SCHOOLS
TEACHERS WHO WANT FLEXIBLE AND
SHORT TERM ASSEIGNMENTS



PROBLEM AND OPPORTUNITY

SCHOOLS CLOSING, NO TEACHER, HIGH
STAFFING CAUST
PRESERVE EDUCATION QUALITY, REDUCE
COSTS, AND ATTRACT/RETAIN FAMILIES.



SOLUTION

INTRODUCE A WEEKLY TEACHER ROTATION
SYSTEM.
THIS ENSURES HIGH-QUALITY TEACHING
WITHOUT FULL-TIME RELOCATION



WHAT ALREADY EXISTS?

LOCAL SCHOOLS AND BASIC TRANSPORT
INFRASTRUCTURE (FERRIES, BOATS, SMALL
PLANES
MUNICIPAL AND REGIONAL EDUCATION
NETWORKS



WHAT IS NEEDED?

COORDINATION SYSTEM FOR SCHEDULING ROTATIONS
FUNDING FOR TEACHER TRAVEL AND
ACCOMMODATION
LOCAL SUPPORT STAFF AND ASSISTANTS
DIGITAL TOOLS FOR LEARNING CONTINUITY



WHO IMPLEMENTS IT?

KOSTER: STRÖMSTAD KOMMUN
HVALER: HVALER KOMMUNE
GROIX: ACADÉMIE DE RENNES
SCHIERMONNIKOOG: GEMEENTE SCHIERMONNIKOOG



WHEN IS IT FEASIBLE?

PILOT PHASE: 1-2 ISLANDS, 1-2 YEARS TIMELINE
SCALE-UP: AFTER PILOT EVALUATION AND
STAKEHOLDER FEEDBACK



EXPECTED IMPACTS

BETTER EDUCATION
SOCIAL
PROFESSIONAL
ECONOMIC



RISK FACTORS AND MITIGATION

STRATEGIES

TRANSPORT DISRUPTIONS → BACKUP DIGITAL
TEACHING AND FLEXIBLE SCHEDULING
TEACHER RECRUITMENT CHALLENGES → INCENTIVES:
TRAVEL REIMBURSEMENT, RECOGNITION PROGRAMS
PARENTAL SKEPTICISM → EARLY INVOLVEMENT OF
PARENTS IN PLANNING AND COMMUNICATION



POSSIBLE FUNDING OR BUSINESS

MODEL

REGIONAL SCHOOL BUDGETS AND NATIONAL
EDUCATION FUNDS
EU RURAL EDUCATION AND DEVELOPMENT
GRANTS
PUBLIC-PRIVATE PARTNERSHIPS FOR DIGITAL
PLATFORMS



SUGGESTED NEXT

STEPS

DENTIFY PILOT ISLANDS AND POTENTIAL ROTATION SUBJECTS
DESIGN ROTATION CALENDAR AND RECRUIT 3-4 TEACHERS
SECURE FUNDING FOR TRAVEL/ACCOMMODATION
EVALUATE PILOT RESULTS AFTER FIRST SCHOOL YEAR

INTER ISLAND PRODUCT/BRAND: ACADEMIC ISLAND RESIDENCY PROGRAM

INTER ISLAND - PRODUCT AND BRAND DEVELOPMENT 2.0



ISLAND & IDEA TITLE

HVALER, KOSTER, BORNHOLM, GROIX,
OUessant AND SCHIRMONNIKOGG
ACADEMIC ISLAND RESIDENCY PROGRAM



TARGET GROUP

BACHELOR, MASTER, AND PHD STUDENTS IN FIELDS SUCH AS BIOLOGY, SOCIOLOGY, MARINE ARCHAEOLOGY, AND URBAN PLANNING. SECONDARY TARGET GROUPS INCLUDE ISLAND RESIDENTS, LOCAL BUSINESSES, AND VISITORS WHO BENEFIT FROM STUDENT RESEARCH AND ENGAGEMENT.



PROBLEM AND OPPORTUNITY

ISLAND COMMUNITIES FACE DEPOPULATION AND LOSS OF YOUNG TALENT, LEADING TO REDUCED INNOVATION AND LOCAL VITALITY. THE PROGRAM TURNS ISLANDS INTO "LIVING LABORATORIES" WHERE STUDENTS CAN ADDRESS REAL CHALLENGES, STRENGTHEN COMMUNITY TIES, AND GENERATE NEW KNOWLEDGE.



SOLUTION

THE ACADEMIC ISLAND RESIDENCY PROGRAM INVITES STUDENTS TO LIVE ON THE ISLANDS FOR 3–6 MONTHS TO CONDUCT APPLIED RESEARCH AND FIELDWORK. IN EXCHANGE FOR AFFORDABLE HOUSING AND ACCESS TO LOCAL RESOURCES, STUDENTS CONTRIBUTE TO PROJECTS ON SUSTAINABILITY, CULTURAL HERITAGE, AND LOCAL DEVELOPMENT. THE MODEL COMBINES COMMUNITY CONTINUITY WITH ACADEMIC FLEXIBILITY.



WHAT ALREADY EXISTS?

UNIVERSITY FIELDWORK PROGRAMS AND TRAINEE INITIATIVES PROVIDE USEFUL MODELS. MANY ISLANDS ALREADY HAVE HOUSING, MUSEUMS, ARCHIVES, AND NATURAL SITES SUITABLE FOR ACADEMIC USE. LOCAL RESIDENTS ALSO HOLD VALUABLE KNOWLEDGE ABOUT ECOLOGY, HISTORY, AND COMMUNITY LIFE.



WHAT IS NEEDED?

FORMAL UNIVERSITY PARTNERSHIPS, SEED FUNDING (PUBLIC OR FOUNDATION), DEDICATED STUDENT HOUSING, AND A PROGRAM COORDINATOR LINKING STUDENTS WITH THE LOCAL COMMUNITY.



WHO IMPLEMENTS IT?

KOSTER: UNIVERSITY WEST
BORNHOLM: UNIVERSITY OF COLLEGE COPENHAGEN
HVALER: ØSTFOLD UNIVERSITY COLLEGE
GROIX: UNIVERSITÉ DE BRETAGNE SUD
OUessant: UNIVERSITÉ DE BREST
SCHIRMONNIKOGG: UNIVERSITY OF GRONINGEN



WHEN IS IT FEASIBLE?

PHASE 1 (PLANNING & PARTNERSHIP, SEPT 2025–FEB 2026): SECURE CORE FUNDING AND FORMAL UNIVERSITY AGREEMENTS.
PHASE 2 (PILOT, SPRING 2026): TEST LOGISTICS AND CONCEPT WITH 2–3 STUDENTS AND MENTORS.
PHASE 3 (FULL LAUNCH, AUTUMN 2026): EXPAND TO MULTIPLE DISCIPLINES AND A BROADER STUDENT COHORT.



EXPECTED IMPACTS

ECONOMIC: YEAR-ROUND ACTIVITY, EXTENDED TOURISM SEASON, AND NEW KNOWLEDGE-DRIVEN SERVICES.
SOCIAL: YOUTH ENGAGEMENT, CULTURAL EXCHANGE, AND STRONGER COMMUNITY VITALITY.
ENVIRONMENTAL: SUPPORT FOR LOCAL SUSTAINABILITY, CONSERVATION, AND RESOURCE MANAGEMENT.
EDUCATIONAL: HANDS-ON FIELD EXPERIENCE, INTERCULTURAL LEARNING, AND CAREER DEVELOPMENT FOR STUDENTS.



RISK FACTORS AND MITIGATION

STRATEGIES

LOW PARTICIPATION: UNIVERSITY OUTREACH AND INCENTIVES (STIPENDS, MENTORSHIP).
LOGISTICAL CHALLENGES: DEDICATED COORDINATOR AND WELL-MAINTAINED STUDENT HOUSING.
LOCAL ACCEPTANCE: EARLY COMMUNITY INVOLVEMENT AND TRANSPARENT COMMUNICATION OF LOCAL BENEFITS.



POSSIBLE FUNDING OR BUSINESS

MODEL

EU INTERREG/ERASMUS+ MICROGRANTS; CORPORATE SPONSORSHIPS (SUSTAINABILITY-ORIENTED); UNIVERSITY PLACEMENT FEES; AND LOCAL CROWDFUNDING OR STEWARDSHIP CONTRIBUTIONS FROM BENEFITING BUSINESSES.



SUGGESTED NEXT

STEPS

INITIATE CONTACT WITH POTENTIAL UNIVERSITY PARTNERS TO FORMALIZE AGREEMENTS.
PRESENT THE CONCEPT TO MUNICIPALITIES AND TOURISM BOARDS FOR ENDORSEMENT.
DEVELOP A DETAILED, FIELD-SPECIFIC PROGRAM PROPOSAL.
SECURE AND ADAPT SUITABLE STUDENT HOUSING IN COLLABORATION WITH LOCAL AUTHORITIES

INTER ISLAND PRODUCT/BRAND: REACH OF HAND

INTER ISLAND - PRODUCT AND BRAND DEVELOPMENT 3.0



ISLAND & IDEA TITLE

OUessant, KOSTER, GROIX,
SCHEIRMONNIKOOG, BORNHOLM
REACH OF HAND



TARGET GROUP

YOUNG PEOPLE WISHING TO MOVE TO THE
ISLAND; MUNICIPALITIES, PROPERTY
OWNERS, AND EMPLOYERS SEEKING TO
ATTRACT THEM.



PROBLEM AND OPPORTUNITY

POOR COORDINATION BETWEEN YOUNG
NEWCOMERS AND LOCAL ACTORS LIMITS
RELOCATION. A JOINT CONTACT POINT CAN
SIMPLIFY COMMUNICATION AND
STRENGTHEN YOUTH ATTRACTION.



SOLUTION

ESTABLISH REACH OF HAND – A LOCAL
COORDINATION HUB AND DIGITAL PLATFORM
CONNECTING YOUTH WITH HOUSING, JOBS, AND
COMMUNITY OPPORTUNITIES.



WHAT ALREADY EXISTS?

MUNICIPALITIES, PROPERTY OWNERS, AND
LOCAL ORGANIZATIONS ARE IN PLACE BUT
LACK STRUCTURED COLLABORATION.



WHAT IS NEEDED?

A COORDINATOR, FORMAL COOPERATION
AGREEMENTS, AND INITIAL MUNICIPAL OR
REGIONAL FUNDING.



WHO IMPLEMENTS IT?

KOSTER: KOSTER SAMHÅLLSFÖRENING
BORNHOLM: FOLKEMØDET
GROIX: MAIRIE DE GROIX
OUessant: MAIRIE D'OUessant
SCHIERMONNIKOOG: GEMEENTE SCHIERMONNIKOOG



WHEN IS IT FEASIBLE?

IMPLEMENTATION FEASIBLE WITHIN 1 MONTH
AFTER SECURING INITIAL FUNDING AND DEFINING
RESPONSIBILITIES.



EXPECTED IMPACTS

BMPROVED COMMUNICATION
INCREASED YOUTH MIGRATION
RETENTION
STRONGER COMMUNITY VITALITY.



RISK FACTORS AND MITIGATION

STRATEGIES

LIMITED LOCAL OWNERSHIP OR WEAK FOLLOW-UP
MITIGATED BY CLEAR LEADERSHIP AND MUNICIPAL
COMMITMENT.



POSSIBLE FUNDING OR BUSINESS

MODEL

MUNICIPAL AND EU YOUTH/INNOVATION GRANTS
(E.G. INTERREG, ERASMUS+), LOCAL
SPONSORSHIPS, AND VOLUNTEER
CONTRIBUTIONS.



SUGGESTED NEXT

STEPS

APPOINT A PROJECT LEADER, ESTABLISH DIGITAL
CHANNELS, APPLY FOR FUNDING, AND INITIATE A
PILOT PHASE.

INTER ISLAND PRODUCT / BRAND: GIVE LOCALS FIRST RIGHT TO BUY OR RENT

INTER ISLAND - PRODUCT AND BRAND DEVELOPMENT 4.0



ISLAND & IDEA TITLE

BORNHOLM, KOSTER, GROIX, OUESSANT,
SCHIERMONNIKOOG
GIVE LOCALS FIRST RIGHT TO BUY OR RENT



TARGET GROUP

LOCAL RESIDENTS AND YOUNG PEOPLE
STRUGGLING TO ACCESS AFFORDABLE,
LONG-TERM HOUSING; MUNICIPALITIES AND
PROPERTY OWNERS AIMING TO RETAIN
LOCAL POPULATIONS.



PROBLEM AND OPPORTUNITY

A HIGH SHARE OF HOMES IS OWNED OR
RENTED BY NON-RESIDENTS, PUSHING
LOCALS OUT OF THE HOUSING MARKET. A
LOCAL-FIRST FRAMEWORK CAN SECURE
HOMES FOR RESIDENTS AND SUSTAIN
COMMUNITY LIFE.



SOLUTION

INTRODUCE A STRUCTURED "LOCALS-FIRST"
SYSTEM GIVING PERMANENT RESIDENTS
PURCHASE OR RENTAL PRIORITY BEFORE
EXTERNAL BUYERS. IMPLEMENT THROUGH
MUNICIPAL POLICY OR VOLUNTARY AGREEMENTS
SUPPORTED BY A HOUSING REGISTRY.



WHAT ALREADY EXISTS?

MUNICIPAL HOUSING REGISTRIES AND
ACTIVE PROPERTY MARKETS EXIST BUT
LACK FORMAL PRIORITY RULES FOR LOCALS.



WHAT IS NEEDED?

POLICY FRAMEWORK, COOPERATION BETWEEN
MUNICIPALITIES, PROPERTY OWNERS, AND AGENTS,
PLUS A SIMPLE ADMINISTRATIVE SYSTEM AND LEGAL
COMPLIANCE REVIEW.



WHO IMPLEMENTS IT?

KOSTER: STRÖMSTAD KOMMUN
BORNHOLM: BORNHOLMS REGIONSKOMMUNE
GROIX: MAIRIE DE GROIX
OUESSANT: MAIRIE D'OUESSANT
SCHIERMONNIKOOG: GEMEENTE SCHIERMONNIKOOG



WHEN IS IT FEASIBLE?

A PILOT CAN BEGIN WITHIN 6–12 MONTHS
AFTER MUNICIPAL APPROVAL AND GUIDELINE
DEVELOPMENT.



EXPECTED IMPACTS

IMPROVED HOUSING ACCESS FOR LOCALS AND YOUNG
FAMILIES, STRONGER POPULATION STABILITY, AND
REVITALIZED ISLAND COMMUNITIES.



RISK FACTORS AND MITIGATION

STRATEGIES

POTENTIAL LEGAL OR OWNERSHIP OBJECTIONS
MITIGATED THROUGH VOLUNTARY AGREEMENTS,
TRANSPARENT PROCESSES, AND CLEAR
COMMUNICATION OF SHARED BENEFITS.



POSSIBLE FUNDING OR BUSINESS

MODEL

MUNICIPAL FUNDS FOR SETUP, REGIONAL OR
EU ISLAND PROGRAMS, AND POTENTIAL TAX
INCENTIVES FOR COMPLIANT PROPERTY
OWNERS.



SUGGESTED NEXT

STEPS

DRAFT THE LOCAL-FIRST POLICY, CONSULT LEGAL
AND REAL ESTATE STAKEHOLDERS, LAUNCH A PILOT
MUNICIPALITY, AND REFINE BEFORE SCALING TO
OTHER ISLANDS.

INTER ISLAND PRODUCT / BRAND: A DAY IN THE ISLAND PARADISE

INTER ISLAND - PRODUCT AND BRAND DEVELOPMENT 5.0



ISLAND & IDEA TITLE

HVALER, KOSTER, GROIX,
SCHEIRMONNIKOOG, BORNHOLM, OUESSANT
A DAY IN THE ISLAND PARADISE



TARGET GROUP

16 YEARS AND OLDER. THIS IS NOT JUST FOR
THE TOURISTS BUT ALSO FOR THE LOCALS
LIVING ON THE ISLAND.



PROBLEM AND OPPORTUNITY

ISLAND TOURISM IS OFTEN LIMITED TO
SHORT SUMMER SEASONS AND PASSIVE
EXPERIENCES. THIS BRINGS MORE TOURIST IN
THE OFF SEASON, AND TEACHES THEM
MORE ABOUT THE ISLANDS.



SOLUTION

ONE DAY ON THE ISLAND. YOU START THE DAY
WITH HUNTING/FISHING FOR FOOD. THEN YOU
HAVE A SPA RELAXATION, THEN YOU WILL MAKE
THE FOOD YOU CHAUGHT.



WHAT ALREADY EXISTS?

SIMILAR PACKAGE EXISTS. THE ISLAND
HAVE LOCAL RESTURANTS AND BOATS.
KNOWLAGE ABOUT THE ISLAND AND HOWW
TO PRESERVE IT.



WHAT IS NEEDED?

BOATS, SPA AREA, KITCHEN SPACE, AND TRAINED
STAFF. A LOCAL COORDINATOR OR COMPANY TO
MANAGE BOOKINGS AND LOGISTICS.



WHO IMPLEMENTS IT?

KOSTER: KLÄPPHAGEN KOSTER
BORNHOLM: STAMMERSHALLE BADEHOTEL
HVALER: YTRE HVALER NASJONALPARK
GROIX: HOTEL LA MARINE GROIX
OUESSANT: OUESSANT SPA
SCHIERMONNIKOOG: RESORT SCHIERDUIN



WHEN IS IT FEASIBLE?

PILOT PROSJECT WITHIN 6-9 MONTHS AFTER
ESTABLISHING FACILITIES, LOCAL AGREEMENTS,
AND SAFETY PROCEDURES.



EXPECTED IMPACTS

MORE TOURISTS IN THE OFF SEASON
MORE JOBBOS ON THE ISLANDS
KNOWLAGE ABOUT THE ISLANDS
GETTING BETTER RELATIONS WITH THE ISLANDS AND
LOCALS



RISK FACTORS AND MITIGATION

STRATEGIES

ENVIRONMENTAL RISKS (COVERFISHING, WASTE) →
REGULATED ACTIVITIES AND SUPERVISION.

FINANCIAL RISK → PHASED IMPLEMENTATION AND
DIVERSE FUNDING.

LOW PARTICIPATION → TARGETED MARKETING AND
COLLABORATION WITH ACCOMMODATION PROVIDERS.



POSSIBLE FUNDING OR BUSINESS

MODEL

EU TOURISM AND CIRCULAR ECONOMY FUNDS.
LOCAL MUNICIPALITY GRANTS. PARTNERSHIPS.
INCOME THROUGH PACKAGE SALES.
COLLABORATIONS WITH HOTELS. TRAVELING
AGENCIES



SUGGESTED NEXT

STEPS

IDENTIFY LOCAL PARTNERS. PREPARE PILOT CONCEPT AND
PRICING MODEL. MARKET THROUGH INTER-ISLAND AND REGIONAL
TOURISM PLATFORMS. LAUNCH PILOT EVENT AND COLLECT
FEEDBACK FOR SCALING

INTER ISLAND PRODUCT / BRAND: TAXIBOAT

INTER ISLAND - PRODUCT AND BRAND DEVELOPMENT 6.0



ISLAND & IDEA TITLE

BORNHOLM, KOSTER, GROIX,
SHEIRMONNIKOOG, OUESSANT
TAXIBOAT



TARGET GROUP

A FLEXIBLE TRANSPORT SERVICE FOR
RESIDENTS, STUDENTS, AND VISITORS
NEEDING TRAVEL OUTSIDE REGULAR FERRY
TIMES BETWEEN ISLANDS AND THE
MAINLAND.



PROBLEM AND OPPORTUNITY

LIMITED FERRY CONNECTIONS REDUCE ACCESS TO
ESSENTIAL SERVICES AND WEAKEN YEAR-ROUND
VIABILITY. A FLEXIBLE, AFFORDABLE, AND
SUSTAINABLE TRANSPORT MODEL CAN RECONNECT
RESIDENTS AND VISITORS WHILE SUPPORTING LOCAL
ECONOMIES.



SOLUTION

TAXI BÅT (ÜBERBOAT) IS AN ON-DEMAND BOAT
TRANSPORT SERVICE CONNECTING PASSENGERS
WITH LOCAL OPERATORS VIA A DIGITAL PLATFORM.
OPERATED IN PARTNERSHIP WITH MUNICIPALITIES
AND BUSINESSES, IT PROVIDES FLEXIBLE, YEAR-
ROUND MOBILITY FOR RESIDENTS AND VISITORS.



WHAT ALREADY EXISTS?

COMPARABLE MODELS SUCH AS CLICK & BOAT IN
FRANCE AND UBER BOAT IN LONDON DEMONSTRATE
STRONG DEMAND FOR FLEXIBLE MARINE TRANSPORT.
REGIONAL PARTNERS, INCLUDING NORDIC FERRY
OPERATORS LIKE TORGHATTEN AND LOCAL TOURISM
BUSINESSES, COULD SUPPORT SIMILAR
COLLABORATION.



WHAT IS NEEDED?

IMPLEMENTATION REQUIRES COOPERATION BETWEEN
MUNICIPALITIES, PRIVATE OPERATORS, AND LOCAL BOAT
OWNERS. A SIMPLE DIGITAL BOOKING SYSTEM, CLEAR
SAFETY AND PRICING AGREEMENTS, AND INITIAL FUNDING FOR
DEVELOPMENT AND PILOT TESTING ARE ESSENTIAL. THE
FIRST PILOT COULD OPERATE BETWEEN KOSTER AND
STRÖMSTAD BEFORE EXPANDING TO ADDITIONAL ROUTES.



WHO IMPLEMENTS IT?

KOSTER: KOSTERS FRAMTID AB
BORNHOLM: BORNHOLMSLINJEN
GROIX: COMPAGNIE OcéANE
OUESSANT: PENN AR BED
SCHIERMONNIKOOG: VOORBEELD: REDERIJ WAGENBORG



WHEN IS IT FEASIBLE?

A PILOT CAN START WITHIN 6–9 MONTHS AFTER
SECURING PARTNERSHIPS AND PERMITS. INITIAL
ROUTES, SUCH AS KOSTER–STRÖMSTAD, CAN
EXPAND TO OTHER ISLANDS FOLLOWING
EVALUATION.



EXPECTED IMPACTS

THE SERVICE IMPROVES ACCESSIBILITY, SUPPORTS
LOCAL BUSINESSES, AND STRENGTHENS COMMUNITY
LIFE. IT PROMOTES LOW-EMISSION TRANSPORT AND
ENHANCES YEAR-ROUND SUSTAINABILITY ACROSS THE
ISLANDS.



RISK FACTORS AND MITIGATION

STRATEGIES

KEY RISKS INCLUDE BAD WEATHER, COSTS, AND
LOW EARLY DEMAND. MITIGATION INCLUDES
STRICT SAFETY ROUTINES, SEASONAL PRICING,
AND STRONG LOCAL PARTNERSHIPS. CLEAR
COMMUNICATION BUILDS TRUST AND
ENGAGEMENT.



POSSIBLE FUNDING OR BUSINESS

MODEL

FUNDING CAN COME FROM PUBLIC TRANSPORT
BUDGETS
EU MOBILITY GRANTS
LOCAL PARTNERSHIPS.
A MIX OF TICKET INCOME AND PUBLIC SUPPORT
ENSURES FINANCIAL STABILITY.



SUGGESTED NEXT

STEPS

IDENTIFY PILOT ROUTES AND PARTNERS,
DEVELOP A BOOKING SYSTEM, AND SECURE
PERMITS. LAUNCH A SEASONAL PILOT,
EVALUATE RESULTS, AND ADJUST BEFORE
EXPANSION.

INTER ISLAND PRODUCT/BRAND: VOLUNTARY TOURIST CONTRIBUTION

INTER ISLAND - PRODUCT AND BRAND DEVELOPMENT 7.0



ISLAND & IDEA TITLE

HVALER, KOSTER, GROIX,
SCHEIRMONNIKOOG, BORNHOLM, OUESSANT

VOLUNTARY TOURIST CONTRIBUTION



TARGET GROUP

TOURISTS AND VISITORS GOING TO THE ISLANDS WHO WANT TO CONTRIBUTE DIRECTLY TO LOCAL COMMUNITIES AND SUSTAINABILITY INITIATIVES.



PROBLEM AND OPPORTUNITY

TOURISM INCOME RARELY REACHES ISLAND SCHOOLS OR SERVICES. A TRANSPARENT, VOLUNTARY DONATION SYSTEM LETS VISITORS CONTRIBUTE DIRECTLY AND BUILD LASTING COMMUNITY TIES.



SOLUTION

QR SIGNS AND POS PROMPTS ("SUPPORT THE ISLAND?" 2/5/10 €) AT KEY SPOTS. FUNDS GO STRAIGHT TO SCHOOLS AND ENVIRONMENT, LOCALLY MANAGED WITH REAL-TIME TRACKING INSTANT LAUNCH.



WHAT ALREADY EXISTS?

SIMILAR MODELS EXIST ON THE ISLES OF SCILLY, BORNHOLM, AND FAROE ISLANDS. EXISTING PAYMENT SYSTEMS (SWISH, VIPPS, PAYPAL) ENABLE SIMPLE, LOW-COST ROLLOUT.



WHAT IS NEEDED?

CLEAR SIGNS ("YOUR GIFT HELPS ISLAND SCHOOLS"), 3-5 QR SPOTS, ONE LANDING PAGE (SWISH/VIPPS/PAYPAL), REAL-TIME SOCIAL UPDATES, LOCAL VOLUNTEER BOARD FOR FULL ACCOUNTABILITY, AND SIMPLE BUSINESS COLLABORATION.



WHO IMPLEMENTS IT?

KOSTER: KOSTERHAVETS NATIONALPARK
BORNHOLM: BORNHOLM REGIONSKOMMUNE
HVALER: HVALER KOMMUNE
GROIX: MAIRIE DE GROIX
OUESSANT: MAIRIE D'OUESSANT
SCHIERMONNIKOOG: GEMEENTE SCHIERMONNIKOOG



WHEN IS IT FEASIBLE?

FULLY OPERATIONAL IN 4-6 WEEKS WITH LOCAL COORDINATION AND VOLUNTEERS — READY FOR IMMEDIATE LAUNCH ON ANY ISLAND WITH FERRY ACCESS, LOCAL BUSINESSES, AND DIGITAL PAYMENTS (VIPPS/SWISH/PAYPAL), REQUIRING NO NEW TECHNOLOGY.



EXPECTED IMPACTS

BETTER CONNECTION BETWEEN VISITORS AND RESIDENTS
NEW FUNDING FOR ISLANDS AND SCHOOL
BUILD LOCAL PRIDE AND OWNERSHIP



RISK FACTORS AND MITIGATION

STRATEGIES

LOW PARTICIPATION → MAKE GIVING EASY AND EMOTIONALLY ENGAGING ("EVEN 50 KR HELPS").
ADMINISTRATIVE BURDEN → SHARED COMMUNITY MANAGEMENT.
LACK OF TRUST → TRANSPARENT REPORTING AND VISIBLE RESULTS.
LIMITED INTERNATIONAL ACCESS → OFFER MULTIPLE PAYMENT PLATFORMS (SWISH + PAYPAL + CARD).



POSSIBLE FUNDING OR BUSINESS

MODEL

REGIOVOLUNTARY DONATIONS
PARTNERSHIP WITH LOCAL BUSINESSES
LOCAL MATCHING CONTRIBUTIONS FROM BUSINESSES OR MUNICIPALITIES



SUGGESTED NEXT

STEPS

GET TOGETHER A LOCAL NON-PROFIT THAT WILL MANAGE FUNDS, CREATE QR POSTERS, AND TEST 3-5 LOCATIONS. IMPACT STORIES WILL BE SHARED ONLINE AND AT TERMINALS. AFTER ONE SEASON, WE'LL EVALUATE TO EXPLORE VOLUNTARY OR FIXED CONTRIBUTION MODELS.

INTER ISLAND PRODUCT / BRAND: VIRTUAL REALITY COMMUNITY HEALTH NETWORK

INTER ISLAND - PRODUCT AND BRAND DEVELOPMENT 8.0



ISLAND & IDEA TITLE

HVALER, KOSTER, GROIX,
SCHEIRMONNIKOOG, BORNHOLM, OUESSANT

VIRTUAL REALITY COMMUNITY HEALTH
NETWORK



TARGET GROUP

ELDERLY RESIDENTS, YOUTH, AND PEOPLE
WITH REDUCED MOBILITY WHO NEED
ACCESSIBLE MEDICAL AND SOCIAL
SUPPORT.



PROBLEM AND OPPORTUNITY

GEOGRAPHIC ISOLATION LIMITS ACCESS TO
HEALTHCARE AND INCREASES LONELINESS.
A VR NETWORK CAN CONNECT RESIDENTS
WITH DOCTORS, COMMUNITIES, AND
MENTAL HEALTH SUPPORT REMOTELY.



SOLUTION

ESTABLISH A VR-BASED TELEHEALTH AND
COMMUNITY NETWORK PROVIDING VIRTUAL
CONSULTATIONS, WELLNESS CLASSES, AND
SOCIAL ACTIVITIES ACROSS FREIIA ISLANDS.



WHAT ALREADY EXISTS?

TELEHEALTH AND BROADBAND
INFRASTRUCTURE EXIST ON MOST ISLANDS;
VR PILOTS ALREADY TESTED IN THE
NETHERLANDS AND RURAL FRANCE.



WHAT IS NEEDED?

AFFORDABLE VR DEVICES, TAILORED HEALTH
SOFTWARE, STRONG HEALTHCARE
PARTNERSHIPS, AND DIGITAL TRAINING
PROGRAMS FOR USERS.



WHO IMPLEMENTS IT?

KOSTER: DISTRIKSSKÖTERSKA KOSTER
BORNHOLM: BORNHOLMS HOSPITAL
HVALER: HVALER HELSEHUS
GROIX: PÔLE SANTÉ DE GROIX
OUESSANT: INFIRMERIE D'OUESSANT
SCHIERMONNIKOOG: HUISARTSENPRAKTIJK SCHIERMONNIKOOG



WHEN IS IT FEASIBLE?

PARTNERSHIP AND HARDWARE SETUP WITHIN
6-9 MONTHS; FULL IMPLEMENTATION
POSSIBLE WITHIN 18 MONTHS.



EXPECTED IMPACTS

IMPROVED HEALTHCARE ACCESS, REDUCED
ISOLATION, BETTER MENTAL WELL-BEING, AND
ENHANCED INNOVATION REPUTATION FOR
ISLANDS.



RISK FACTORS AND MITIGATION

STRATEGIES

LOW DIGITAL LITERACY → PROVIDE SIMPLE DEVICES
AND HANDS-ON USER TRAINING.
DATA PRIVACY AND SECURITY CONCERNS → USE
ENCRYPTED, GDPR-COMPLIANT HEALTH PLATFORMS
AND CLEAR DATA PROTOCOLS.
CONNECTIVITY LIMITATIONS → INCLUDE BROADBAND
IMPROVEMENTS AND TECHNICAL SUPPORT IN
PROJECT FUNDING.



POSSIBLE FUNDING OR BUSINESS

MODEL

EU DIGITAL HEALTH GRANTS,
PARTNERSHIPS WITH HOSPITALS OR
INSURERS, AND GOVERNMENT
SUBSIDIES FOR VR HARDWARE.



SUGGESTED NEXT

STEPS

CONDUCT RESIDENT SURVEY, SECURE
PARTNERSHIPS, LAUNCH PILOT
CONSULTATIONS, EVALUATE OUTCOMES,
AND SCALE NETWORK TO MORE ISLANDS.

INTER ISLAND PRODUCT/BRAND: ISLAND WORK EXPERIENCE PROGRAM

INTER ISLAND - PRODUCT AND BRAND DEVELOPMENT 9.0



ISLAND & IDEA TITLE

HVALER, KOSTER, GROIX,
SCHEIRMONNIKOOG, OUESSANT, BORNHOLM

ISLAND WORK EXPERIENCE PROGRAM



TARGET GROUP

YOUNG PEOPLE, STUDENTS, AND POTENTIAL
NEWCOMERS SEEKING SHORT-TERM WORK
EXPERIENCES ON THE ISLANDS; LOCAL
EMPLOYERS AND MUNICIPALITIES WANTING
TO ATTRACT NEW WORKERS.



PROBLEM AND OPPORTUNITY

MANY ISLANDS LACK LABOR AND STRUGGLE
TO RECRUIT NEW RESIDENTS. A SHORT,
GUIDED WORK-EXPERIENCE STAY HELPS
PEOPLE EXPLORE ISLAND LIFE BEFORE
COMMITTING LONG TERM.



SOLUTION

INA 1-2 WEEK JOB-SHADOWING PROGRAM
WHERE PARTICIPANTS ROTATE THROUGH
SEVERAL LOCAL JOBS IN DIFFERENT
SECTORS, SUPPORTED BY MENTORS,
HOUSING, AND MUNICIPAL COORDINATION.



WHAT ALREADY EXISTS?

STRONG LOCAL EMPLOYERS, NETWORKS,
AND PREVIOUS INITIATIVES LIKE
WORKATION AND ACADEMIC RESIDENCY
PROVE THAT SHORT RESIDENCIES CAN LINK
NEWCOMERS WITH COMMUNITIES.



WHAT IS NEEDED?

COORDINCENTRAL COORDINATION, SHORT-
TERM HOUSING, LOCAL MENTORS, AND
MODEST FUNDING FOR TRAVEL, INSURANCE,
AND COMMUNICATION ACROSS ISLANDS.



WHO IMPLEMENTS IT?

KOSTER: STRÖMSTAD KOMMUN
BORNHOLM: BORNHOLMS REGIONSKOMMUNE
HVALER: HVALER KOMMUNE
GROIX: MAIRIE DE GROIX
OUESSANT: MAIRIE D'OUESSANT
SCHIERMONNIKOOG: GEMEENTE SCHIERMONNIKOOG



WHEN IS IT FEASIBLE?

PA PILOT CAN START WITHIN A YEAR ON ONE
OR TWO ISLANDS AND LATER EXPAND BASED
ON FEEDBACK AND DEMAND.



EXPECTED IMPACTS

IMPROVES RECRUITMENT AND SKILLS, BUILDS
UNDERSTANDING OF ISLAND WORK AND
LIFESTYLE, AND STRENGTHENS LOCAL IDENTITY
AND SOCIAL CONNECTION.



RISK FACTORS AND MITIGATION

STRATEGIES

POSSIBLE LOW PARTICIPATION OR
LOGISTICAL ISSUES MITIGATED THROUGH
EARLY COORDINATION, STRONG PROMOTION,
AND MUNICIPAL SUPPORT.



POSSIBLE FUNDING OR BUSINESS

MODEL

EU REGIONAL OR EMPLOYMENT GRANTS,
MUNICIPAL BUDGETS,
BUSINESS PARTNERSHIPS,
AND SMALL PARTICIPANT FEES ENSURE
SUSTAINABILITY.



SUGGESTED NEXT

STEPS

LAUNCH A PILOT WITH SELECTED HOST
ORGANIZATIONS, DEVELOP ROTATION SCHEDULES,
SECURE FUNDING, AND EVALUATE TO SCALE ACROSS
THE FREIA ISLANDS.

INTER ISLAND PRODUCT / BRAND: REPAIR CAFÉ NETWORK

INTER ISLAND - PRODUCT AND BRAND DEVELOPMENT 10.0



ISLAND & IDEA TITLE

HVALER, KOSTER, GROIX,
SCHEIRMONNIKOOG, OUESSANT, BORNHOLM

REPAIR CAFÉ NETWORK



TARGET GROUP

SMALRESIDENTS, VOLUNTEERS, STUDENTS,
AND LOCAL CRAFTSPEOPLE INTERESTED IN
SUSTAINABILITY, CREATIVITY, AND
COMMUNITY LEARNING.



PROBLEM AND OPPORTUNITY

BROKEN OR UNUSED ITEMS ARE OFTEN THROWN
AWAY DUE TO MISSING REPAIR SERVICES. AT
THE SAME TIME, VALUABLE SKILLS ARE BEING
LOST. REPAIR CAFÉS CREATE A CHANGE TO
REDUCE WASTE AND REBUILD COMMUNITY
CONNECTION.



SOLUTION

INTMONTHLY REPAIR CAFÉS INVITE PEOPLE TO
FIX, REPURPOSE, OR REDESIGN BROKEN ITEMS
TOGETHER. EACH ISLAND ADAPTS THE CONCEPT
LOCALLY WHILE SHARING IDEAS AND DESIGNS
THROUGH THE FREIIA NETWORK.



WHAT ALREADY EXISTS?

LOSCHOOLS, WORKSHOPS, AND ACTIVE
VOLUNTEERS ALREADY EXIST ON THE
ISLANDS . A STRONG FOUNDATION FOR
COMMUNITY-BASED REPAIR AND REUSE.



WHAT IS NEEDED?

BASIC TOOLS, MATERIALS, MENTORS, AND
COORDINATION SUPPORT. SMALL FUNDING IS
REQUIRED FOR EQUIPMENT, VENUES, AND
COMMUNICATION.



WHO IMPLEMENTS IT?

KOSTER: KOSTERHAVETS NATIONALPARK
BORNHOLM: BORNHOLMS GENBRUGSFORENING
HVALER: HVALER FRIVILLIGSENTRAL
GROIX: GROIX ET NATURE
OUESSANT: ASSOCIATION TROELL
SCHIERMONNIKOOG: NATURMONUMENTEN



WHEN IS IT FEASIBLE?

PILOT CAFÉS CAN START WITHIN SIX MONTHS AND
EXPAND ACROSS THE FREIIA NETWORK AFTER
TESTING AND EVALUATION.



EXPECTED IMPACTS

BEREDUCES WASTE, PROMOTES CREATIVITY AND
REUSE, AND STRENGTHENS SOCIAL BONDS
THROUGH SHARED ACTIVITY AND
INTERGENERATIONAL LEARNING.



RISK FACTORS AND MITIGATION

STRATEGIES

POSSIBLE LOW ENGAGEMENT OR LIMITED
VOLUNTEERS CAN BE ADDRESSED BY
SCHOOL PARTNERSHIPS, FLEXIBLE
SCHEDULING, AND SHARED INTER-ISLAND
RESOURCES.



POSSIBLE FUNDING OR BUSINESS

MODEL

REGMUNICIPAL GRANTS, EU CIRCULAR
ECONOMY FUNDS, LOCAL SPONSORS, OR
SMALL PARTICIPATION FEES ENSURE
SUSTAINABILITY AND CONTINUITY.



SUGGESTED NEXT

STEPS

DENTIFY PILOT ISLANDS, HOST THE FIRST CAFÉS,
COLLECT EXPERIENCES, AND SHARE DESIGNS AND
METHODS THROUGH THE FREIIA NETWORK TO GROW
THE INITIATIVE ACROSS ALL PARTNER ISLANDS.