



**Interreg
North Sea**



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FREIIA



Høgskolen i Østfold

INTER - ISLAND

PRODUCT AND BRAND DEVELOPMENT

REACH OF HAND

WP4.3; ØSTFOLD UNIVERSITY COLLEGE

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INTER-ISLANDS PRODUCT AND BRAND DEVELOPMENT

The Inter-Island Product and Brand Proposals presented in this report have been developed within the framework of the FREIIA project (Facilitating Resilience Embracing Islands Innovation Approaches), part of the EU Interreg North Sea Region Programme.

The initiative aims to strengthen the innovation capacity and long-term resilience of small European island communities by connecting research-based understanding with the everyday realities, knowledge, and aspirations of local people.

Each proposal is rooted in fieldwork and dialogue, offering a grounded response to real challenges identified by island residents themselves. The work addresses shared concerns such as seasonal economic dependence, youth outmigration, limited housing opportunities, and the need for sustainable value creation that respects local identity and community life. Guided by design thinking and co-creation principles, the proposals combine analysis, creativity, and collaboration to generate practical, transferable solutions that emerge from, and belong to the communities they serve.

A defining strength of these proposals is their inter-island character. Instead of treating each island as an isolated case, they build on shared experiences, common challenges, and complementary strengths within the FREIIA network. This collaboration enables the exchange of ideas, models, and practices between islands such as Hvaler (Norway), Schiermonnikoog (Netherlands), Bornholm (Denmark), Koster (Sweden), Groix, and Ouessant (France). Together, these islands form a living laboratory for sustainable innovation, a space where local insight and experimentation contribute to regional learning and collective growth.

Taken together, the proposals illustrate how locally grounded innovation can advance broader European goals of resilience, inclusion, and circular transition. Each follows a shared framework outlining the target group, identified challenges and opportunities, proposed solutions, implementation needs, and expected impacts. Collectively, they embody FREIIA's core ambition: to empower islands to learn from one another, to innovate with and for their communities, and to show that genuine sustainability begins with cooperation, creativity, and care for place and people.

Among these inter-island proposals, Reach of Hand focuses on strengthening communication and connection between young people and local island communities. The concept proposes a simple coordination hub that links newcomers to housing, employment, and social opportunities while supporting municipalities and local stakeholders in attracting and retaining young residents. By building structured cooperation between existing actors, the model aims to make relocation easier and strengthen youth presence across the FREIIA islands.

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.



1. Target group

The Reach of Hand initiative targets young people from the mainland who wish to relocate to the island, as well as local municipalities, property owners, and employers seeking to attract and retain young residents. The concept responds to demographic challenges shared across several FREIA partner islands, where youth outmigration and lack of coordination between local actors create barriers to sustainable community development

2. Problem and opportunity

Currently, communication between potential newcomers and key local stakeholders is fragmented. Young people often struggle to find housing, employment, and social connections, while municipalities and employers face challenges in reaching potential residents. This lack of structured communication limits both attraction and retention of youth populations.

The opportunity lies in creating a single, coordinated point of contact that facilitates dialogue, reduces relocation barriers, and strengthens community ties. Such a structure can enhance youth engagement, contribute to population renewal, and foster a more vibrant and resilient island society.

3. Your solution

Reach of Hand proposes the establishment of a low-threshold coordination hub, a simple, accessible interface between young people and local stakeholders. The hub will serve as a central contact platform, offering practical assistance with relocation by connecting newcomers to housing opportunities, job openings, and local social networks.

Digital communication tools, such as social media channels and online community platforms, will ensure broad accessibility and rapid response. A local coordinator will oversee daily operations, act as liaison between partners, and promote ongoing collaboration between the municipality, businesses, and volunteer groups.

This model is easily adaptable and can be replicated across other FREIA islands facing similar youth relocation challenges.

4. What already exists?

All key actors are already present, including municipalities, property owners, local organizations, and employers yet cooperation between them remains informal and fragmented. Reach of Hand builds upon these existing structures by providing a formalized framework for coordinated communication and action.

5. What is needed?

Successful implementation requires the appointment of a project coordinator, a clear organizational structure (e.g. as a local association or working group), and formal cooperation agreements among key stakeholders. Initial municipal funding or regional seed support is needed to establish and operate the coordination hub in its start-up phase.

6. Who implements it?

The initiative should be led by local youth in collaboration with the municipality, supported by existing organizations with relevant networks and community insight. This co-managed approach ensures both local ownership and institutional stability.

7. When is it feasible?

Implementation can begin within 1 month after securing start-up funding and clarifying roles and responsibilities among partners. The model's flexibility allows for gradual scaling based on local needs and available resources.

8. Expected impacts

The project will strengthen communication between youth and local stakeholders, facilitate young in-migration, and enhance social cohesion. Improved access to housing and employment information will make relocation easier and more attractive. Over time, this is expected to contribute to population stabilization, stronger intergenerational exchange, and revitalized community engagement.

9. Risk factors and mitigation

Potential risks include limited local ownership, weak municipal commitment, or insufficient coordination capacity. These can be mitigated through clear leadership, formal agreements ensuring long-term institutional support, and transparent communication of local benefits to all stakeholders.

10. Possible funding or business model

Funding may be secured through municipal or regional grants, EU innovation and youth programs (e.g. Interreg or Erasmus+), as well as local sponsorships and volunteer contributions. Over time, the hub can explore hybrid financing models, such as partnerships with local businesses or integration into existing municipal community services.

11. Suggested next steps

The immediate priorities include appointing a project leader, defining the organizational framework, and applying for initial funding from municipal or FREIIA-related sources. In parallel, digital communication channels should be established to connect interested young people with local stakeholders. Once these elements are in place, Reach of Hand can serve as a practical and replicable model for strengthening youth engagement and sustainable community development across the participating islands.

ed to establish and operate the coordination hub in its start-up phase.

STAKEHOLDER MAP

KOSTER

Local Government	Strömstad Kommun
Local Restaurant	Tavernan på Syd
Local Restaurant	Kläpphagen
Local Hotels	Kosterbo
Local Hotels	Kostergården
Local Entrepreneurs	AB Koster Framtid
Local Committee 2	Koster Samhällsförening

BORNHOLM

Local Government	Bornholms Regionskommune
Local Businesses	Torvehal Bornholm
Local Businesses	Karamel kompagniet
Local Businesses	The Candy Factory Almuegaarden
Local Businesses	Svaneke Chokladeri
Local Businesses	Lykkelund Gedemejeri
Local Businesses	Aardale Smokehouse & Bistro
Local Businesses	Diva Secondhand de Luxe
Local Businesses	Bornholms Sæbesyderi
Local Organizers	Arts & Crafts Association Bornholm
Local Organizers	Wonderfestiwall
Local Organizers	Østpå Culutral Festival
Local Committee 1	Folkemødet

GROIX

Local Government	Mairie de Groix
Local Restaurant	Port Tudy
Local Restaurant	Le Kreiz-Groix
Local Restaurant	Ti Beudeff et La Morgann
Local Restaurant	Les Garcon du Port
Local Hotel	Hotel La Marine
Local Hotel	Hotel Ty Mad
Local Sports	Kayaks du Kaillou
Local Sports	Adventure Course Providers

OUESSANT

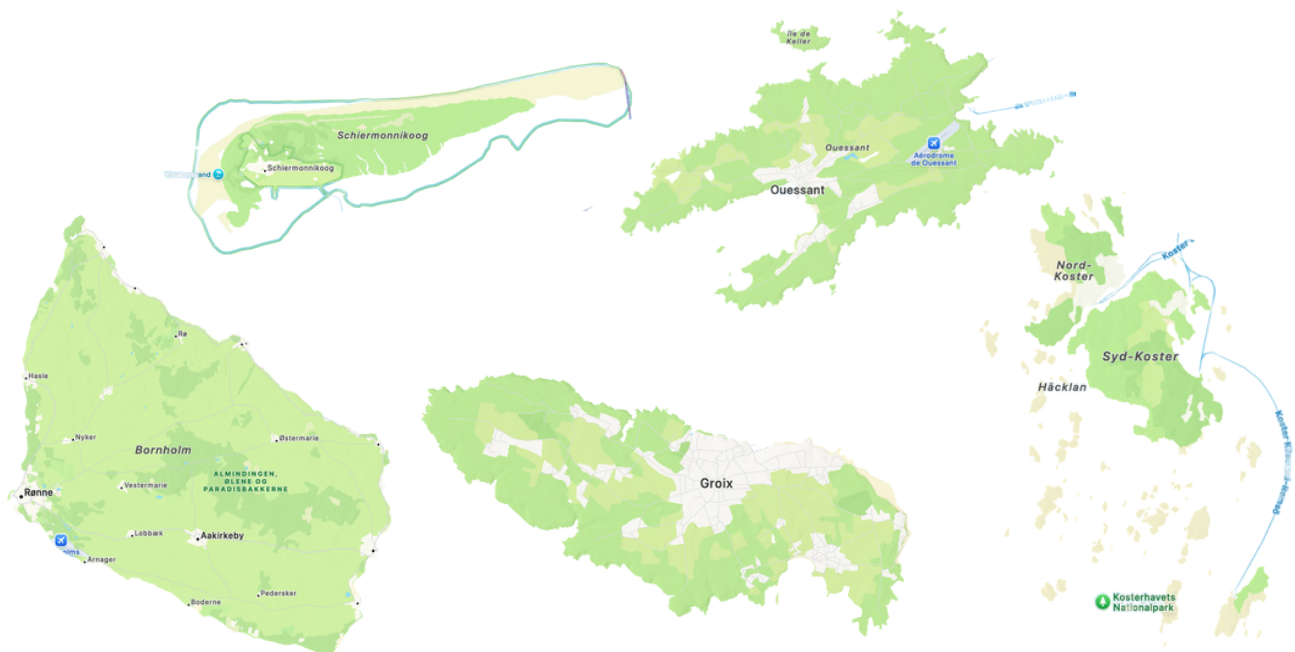
Local Government	Mairie d'Ouessant
Local Hotel/Restaurant	Le Roch Ar Mor
Local Hotel/Restaurant	Le Ouessantin
Local Hotel/Restaurant	Le Fromveur
Local Hotel/Restaurant	La Duchesse Anne
Local Restaurant	Ty Korn
Local Tourist Office	Ouessant Office de Tourisme

SCHIERMONNIKOOG

Local Government	Gemeente Schiermonnikoog
Local Hotels	Beach Pavilion Marlijn
Local Hotels	Strandhotel om de Nord
Local Restaurants	Restaurant Pub Tox Bar
Local Restaurants	Restaurant Wad Anderz
Entrepreneurs	Qredits

ROLE DEFINITIONS

- **Government** - The overarching municipal authority that provides services, funding, and the necessary administrative support for the islands.
- **Businesses** - Can provide permanent, sustainable jobs and attract young people seeking long-term careers.
- **Organizers** - Can provide jobs and social-cultural connection for new residents.
- **Entrepreneurs** - Could Potentially partner to offer training and support to young people interested in starting a business on the island (Employment problem).
- **Local Committee 1** - Maintain a connection with the island, help potential new residents with advice and connections.
- **Local Committee 2** - Acts as the primary local representative body, coordinating local development, community welfare, and can serve as the organizational framework/working group.
- **Local Committee-Housing** - Represents local community interests and is directly involved in developing housing solutions for young people, making them critical for the housing component.
- **Local committee-Culture** - Can provide social integration opportunities and local networks to help new residents feel a sense of community and belonging.
- **Local Education** - Can help in the initial organizational setup, project management and connecting students/alumni to the island.



INTER ISLANDS