



**Interreg  
North Sea**



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FREIIA



Høgskolen i Østfold

**INTER - ISLAND**

**PRODUCT AND BRAND DEVELOPMENT**

# **TAXIBOATS**

**GRIM LANGSHOLT & THAI UY TRAN  
& SOFIE GULDBERG GRETLAND**

# 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, Taxibåt focuses on improving everyday mobility and connectivity across the islands. The concept introduces an on-demand boat service, connecting residents, students, and visitors through a shared digital booking platform. By combining local boat operators, municipalities, and regional tourism partners, the model offers a flexible and sustainable transport solution that strengthens access to education, work, and community life. Implemented collaboratively, the service supports both year-round island living and environmentally responsible travel across the FREIIA network.

# 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.



### 1. Target group

The service targets island residents, students, commuters, and tourists who need flexible transport outside regular ferry schedules. It is especially relevant for families with children, young adults, and part-time residents who require more mobility between the islands and the mainland.

### 2. Problem and opportunity

Many islands face limited transport connections, with ferries running infrequently or only during the tourist season. This restricts access to education, work, and social activities, making year-round living less attractive.

The opportunity lies in creating a flexible, affordable, and sustainable transport alternative that connects residents and visitors while supporting local businesses and community life.

### 3. Your solution

The proposed solution is "Taxi Båt", an on-demand boat transport service coordinated through a digital platform similar to Uber or "Click & Boat."

The app connects local boat owners, private operators, and passengers who need transport between islands or to the mainland.

Trips can be booked with or without a skipper, making the system flexible for both residents and tourists.

The service could be operated by a private company in partnership with the municipality, schools, and restaurants that benefit from improved accessibility.

#### **4. What already exists?**

Comparable models exist internationally, such as “Click & Boat” in France and “Taxi Boat” in London. These services have shown strong demand for flexible, short-distance marine transport.

Locally, ferry operators like Torghatten and other Nordic transport companies could participate as partners. Restaurants in Strömstad have previously supported similar initiatives and may join as sponsors or collaborators.

#### **5. What is needed?**

To make the service feasible, a coordinated effort between municipalities, private operators, and local boat owners is required. The first step would be to develop a simple, user-friendly booking platform that allows passengers to order or share boat rides on demand. Clear agreements must be established regarding safety standards, insurance, and pricing to ensure reliability and trust. Initial funding is needed to cover development costs, marketing, and the coordination of a pilot phase, which could be tested on one or two routes, such as between Koster and Strömstad. Over time, the model could expand to include additional destinations and seasonal variations based on demand.

#### **6. Who implements it?**

The model would be implemented through cooperation between local municipalities, private boat operators, and regional transport authorities. Local entrepreneurs or existing transport companies could manage daily operations, while municipalities would handle permits, safety regulations, and long-term planning. Regional development organizations could provide coordination, communication, and funding support, ensuring that the service aligns with sustainable mobility goals and inter-island cooperation.

#### **7. When is it feasible?**

A pilot project could begin within 6–9 months after securing key partnerships and regulatory approval. The first trial could focus on one or two routes, such as Koster–Strömstad or similar island connections. Following evaluation and community feedback, the service could gradually expand to additional routes and islands within 1–2 years.

#### **8. Expected impacts**

Socially, the service improves accessibility for students, commuters, and residents by providing flexible transport outside regular ferry schedules. Economically, it supports local businesses by enabling visitors and residents to travel more easily for work, dining, and cultural events. Environmentally, the project encourages shared transport solutions that can reduce emissions compared to private boat use. Overall, the initiative strengthens island connectivity, inclusiveness, and year-round viability.

### **9. Risk factors and mitigation**

Key risks include weather-related disruptions, high operating costs, and low early adoption. These can be mitigated through strong safety protocols, flexible scheduling, and seasonal pricing models. Building partnerships with schools, restaurants, and local communities can help ensure consistent demand. Early communication about safety, pricing, and sustainability will also increase public trust and participation. Might be expensive to use. You can use funding and partnerships to make it cheaper

### **10. Possible funding or business model**

Funding could come from municipal and regional transport budgets, innovation or mobility grants, and partnerships with local businesses. A mixed business model combining ticket sales, seasonal passes, and public subsidies would help balance accessibility with financial sustainability. EU programs supporting green mobility and rural connectivity may also offer potential funding sources.

### **11. Suggested next steps**

The next steps include identifying the most relevant pilot routes and potential operators, developing a simple booking or coordination system, and securing permits and insurance. Once a small fleet and crew are confirmed, a pilot phase should run during the spring or summer season. After the trial, the service should be evaluated in terms of safety, demand, and financial performance before expanding to additional islands.

# STAKEHOLDER MAP

## KOSTER

Local Government Strömstads kommun  
Local Development Kosters Framtid AB  
Existing Boat Operators Kosterbåtarna  
Existing Boat Operators Torghatten AB  
Tourism & Marketing Kosterhavets Nationalpark

## OUESSANT

Local Government Commune d'Ouessant  
Existing Boat Operators Penn Ar Bed  
Tourism & Marketing Office de Tourisme d'Ouessant

## BORNHOLM

Local Government Bornholms Regionskommune  
Existing Boat Operators Bornholmslinjen  
Tourism & Marketing Destination Bornholm ApS

## SCHIERMONNIKOOG

Local Government Gemeente Schiermonnikoog  
Existing Boat Operators Voorbeeld: Rederij Wagenborg  
Tourism & Marketing VVV Schiermonnikoog

## HVALER

Local Government Hvaler Kommune  
Existing Boat Operators Hvaler skjærgårdstjeneste  
Tourism & Marketing Visit Fredrikstad & Hvaler

## ROLE DEFINITIONS

- **Local Government** - Provides administrative approval for new transport operations; manages harbor fees and regulations.
- **Local Development** - Handle practical implementation and logistics.
- **Existing Boats Operators** -Integrates or partners with the platform; provides the boats, licensed captains, and maintenance services.
- **Tourism & Marketing** - Markets the service; integrates bookings into local tourism packages.



## INTER ISLANDS