



Interreg
North Sea



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FREIIA



Høgskolen i Østfold

INTER - ISLAND

PRODUCT AND BRAND DEVELOPMENT

VOLUNTARY TOURIST CONTRIBUTION

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, Voluntary Tourist Contribution focuses on creating a transparent and meaningful way for visitors to give back to the island communities they visit. The concept introduces an easy, voluntary donation system using QR codes and digital payment tools, allowing tourists to directly support local schools, youth programs, and environmental projects. By turning tourism into a shared act of care and participation, the initiative strengthens the bond between visitors and residents while promoting responsible, community-driven tourism across the FREIIA islands.

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.



1. Target group

Tourists and island visitors, individuals, couples, or small groups – seeking authentic, hands-on experiences that actively support local livelihoods and sustainability. They value meaningful engagement with island life, prefer low-impact travel, and are eager to contribute directly to community resilience and environmental care.

2. Problem and opportunity

Tourism generates activity and income for small islands, yet most revenue bypasses local infrastructure, schools, and community services. This creates a clear opportunity to establish a transparent, voluntary contribution system enabling visitors to directly support island development and education while fostering a genuine, lasting connection to the community.

3. Your solution

A transparent, voluntary donation system built around prominent QR-coded signs at high-traffic island locations, ferry terminals, cafés, tourist information centers, and partner restaurants. Visitors scan and contribute instantly via Swish, Vipps, or PayPal. The system is also integrated into local point-of-sale terminals: upon purchase, customers are asked, “Would you like to support the island community?” with a simple Yes/No option. If yes, they can enter a custom amount or select from preset values (e.g., 2, 5, 10 EUR).

All contributions go directly to community priorities – such as local schools, youth programs, or environmental initiatives – with funds managed by a local steering group. Real-time donation tracking is displayed on a public digital dashboard and shared via social media, while annual impact reports ensure full accountability. The solution leverages existing payment infrastructure and digital tools, enabling immediate rollout with strong community ownership and trust.

4. What already exists?

Similar models exist on other islands such as the Isles of Scilly (UK), Bornholm, and the Faroe Islands.

Existing payment infrastructure (Swish, Vipps, PayPal) makes implementation simple and cost-efficient.

5. What is needed?

Clear messaging on every sign (“Your contribution supports island schools and children”), 3–5 strategic QR locations, a simple digital landing page with Swish, Vipps, and PayPal options, transparent reporting with real-time updates on social media, and a local volunteer group or community board to manage and allocate funds with full accountability. collaboration with the local business on the island.

6. Who implements it?

The system is rolled out through collaboration between the island’s community association, school, businesses, and municipality. A small steering group selects 2–3 priority projects, installs QR signs at 3–5 key locations (ferry terminal, café, tourist info), and integrates a donation prompt into local point-of-sale systems (“Support the island, local schools and children?” with options of 2 €, 5 €, 10 €). A shared landing page shows real-time donations, and social media provides regular updates. Launch occurs within one season using existing tools and full local control.

7. When is it feasible?

The system is feasible for immediate launch on any island with existing ferry access, local businesses, and basic digital payment infrastructure (Vipps/Swish/PayPal). It requires no new technology, and can be fully operational within 4–6 weeks using local coordination and volunteer support.

8. Expected impacts

The system deepens visitor-resident bonds through direct, visible contributions, generates new and sustainable funding for schools, youth programs, and local infrastructure, raises awareness of sustainable tourism and shared responsibility among guests, and strengthens community pride and ownership over island development.

9. Risk factors and mitigation

Low participation is countered by making donations effortless and emotionally resonant (“Even 2 € makes a difference”). Administrative burden is minimized through shared community management. Lack of trust is addressed with transparent, real-time reporting and visible on-island results. Limited international access is resolved by offering multiple payment platforms, including Swish, PayPal, and card options.

10. Possible funding or business model

The system is funded through voluntary visitor donations in flexible tiers (1–100 €, with 2 € pre-selected), seamless add-on options at restaurants, ferry counters, and hotels, and local matching contributions from businesses or the municipality. Additional sustainability is achieved through corporate sponsorships, recurring donor recognition, and potential small grants from regional tourism or sustainability programs.

11. Suggested next steps

Establish a local non-profit association to manage funds, design and print multilingual QR posters, launch a pilot with 3–5 strategic sign locations, share impact stories online and at terminals, and evaluate participation after one season to explore sustainable hybrid models combining voluntary optional or fixed contributions.

STAKEHOLDER MAP

KOSTER

Local Government	Strömstad Kommun
Tourism & Business Operators	Torghatten AB
Fund Management	Koster Framtid AB
Fund Management	Kosterhavets Nationalpark

GROIX

Local Government	Commune de Groix
Tourism & Business Operators	Office de Tourisme de Groix
Fund Management	(Local Development Fund)

BORNHOLM

Local Government	Bornholms Regionskommune
Tourism & Business Operators	Destination Bornholm ApS
Fund Management	(Local Development Fund)

OUESSANT

Local Government	Commune de Groix
Tourism & Business Operators	Penn Ar Bed
Tourism & Business Operators	Office de Tourisme de Groix
Fund Management	(Local Development Fund)

HVALER

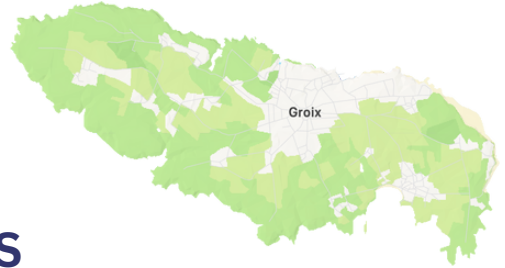
Local Government	Hvaler Kommune
Tourism & Business Operators	Skjærgårdstjeneste
Fund Management	(Local Development Fund)

SCHIERMONNIKOOG

Local Government	Gemeente Schiermonnikoog
Tourism & Business Operators	Voorbeeld: Rederij Wagenborg
Fund Management	(Local Development Fund)

ROLE DEFINITIONS

- **Local Government** - Approves the collection framework; oversees the fund's management and ensures transparency in how the funds are used for local projects.
- **Tourism & Business Operators** - Collects the voluntary contribution from visitors at the point of booking, purchase, or departure/arrival.
- **Fund Management** - Receives and administers the collected funds; coordinates the application and distribution of micro-grants for local projects.



INTER ISLANDS