

# MOBILE INNOVATION HUB

## HVALER



### ISLAND & IDEA TITLE

HVALER  
MOBILE INNOVATION HUB - CONNECTING YOUNG  
ENTREPRENEURS ACROSS HVALER



### TARGET GROUP

YOUNG ADULTS (18-35)  
CREATIVE ENTREPRENEURS  
SMALL BUSINESS OWNERS  
REMOTE WORKERS  
STUDENTS  
CULTURAL ACTORS  
NGOS



### PROBLEM AND OPPORTUNITY

HVALER HAS LIMITED PHYSICAL CO-WORKING SPACES  
AND INNOVATION ARENAS FOR YOUNG  
ENTREPRENEURS AND CREATIVES  
BRIDGE THE GAP AND FOSTER CROSS-ISLAND  
NETWORKS, CREATIVE INDUSTRIES AND GREEN  
ENTREPRENEURSHIP



### SOLUTION

RETROFIT A VAN, TRAILER OR BOAT INTO A MOBILE  
INNOVATION HUB  
HOST MOBILE WORKSHOPS, HACKATHONS, POP-UP  
EVENTS



### WHAT ALREADY EXISTS?

GROWING LOCAL INTEREST  
CULTURAL ASSOCIATIONS AND NETWORKS  
OPERATORS INTERESTED IN OFF-SEASON INNOVATION  
FREIIA PROJECT FOUNDATION AND PARTNERSHIPS  
MUNICIPALITY VISION FOR GREEN TRANSITION AND  
YEAR-ROUND ECONOMY



### WHAT IS NEEDED?

VEHICLE/BOAT TO RETROFIT WITH EQUIPMENT  
MOBILE HUB MANAGEMENT AND OPERATION PLAN  
PROGRAMMING CALENDAR  
LOCAL AND REGIONAL MENTORS AND PARTNERS  
SUPPORT FOR DIGITAL PLATFORM AND  
COMMUNICATIONS



### WHO IMPLEMENTS IT?

STUDENTS (FREIIA, ØUC)  
MUNICIPALITY OF HVALER  
LOCAL ENTREPRENEURS AND CREATIVE ACTORS  
PRIVATE SECTOR PARTNERS  
ASSOCIATIONS AND TOURISM NETWORKS



### WHEN IS IT FEASIBLE?

PLANNING & CO-DESIGN: AUTUMN 2025  
VEHICLE RETROFIT & TEST: WINTER 2025/2026  
PILOT PROGRAM LAUNCH: SPRING/SUMMER 2026



### EXPECTED IMPACTS

NEW BUSINESS CREATION, STRONGER LOCAL VALUE CHAINS  
EMPOWERED YOUNG PEOPLE, CROSS-ISLAND NETWORKS  
DIGITAL SKILLS, ENTREPRENEURSHIP TRAINING  
SUPPORTS SUSTAINABLE AND CIRCULAR ECONOMY  
INITIATIVES



### RISK FACTORS AND MITIGATION

#### STRATEGIES

LOW PARTICIPATION → ENGAGE YOUTH EARLY, CO-  
CREATE PROGRAM CALENDAR  
TECHNICAL ISSUES → PARTNER WITH LOCAL  
MECHANICAL AND DIGITAL EXPERTS  
FINANCIAL SUSTAINABILITY → BUILD MIXED INCOME  
MODEL (SPONSORSHIPS, EVENT FEES)



### POSSIBLE FUNDING OR BUSINESS

#### MODEL

EU INTERREG (MICROGRANTS FOR INNOVATION  
ECOSYSTEMS)  
INNOVATION NORWAY  
MUNICIPALITY START-UP FUNDING  
CORPORATE SPONSORSHIPS (DIGITAL COMPANIES,  
BANKS)  
EVENT-BASED REVENUE MODEL



### SUGGESTED NEXT

#### STEPS

PRESENT CONCEPT TO MUNICIPALITY OF HVALER AND  
LOCAL INNOVATION ACTORS  
LAUNCH YOUTH-LED DESIGN COMPETITION FOR HUB  
INTERIOR AND PROGRAM  
IDENTIFY SUITABLE VEHICLE AND TECHNICAL PARTNERS  
BUILD MENTOR AND PARTNER NETWORK  
DEVELOP MARKETING STRATEGY AND COMMUNICATIONS  
LAUNCH FIRST PROTOTYPE EVENTS DURING SUMMER 2026

Island: Hvaler (Norway)

Title: **Mobile Innovation HUB** – Connecting Young Entrepreneurs Across Hvaler to support youth entrepreneurship, digital innovation and economic diversification on Hvaler Islands.

### 1. Target group

Young adults (18–35), creative entrepreneurs, small business owners, remote workers, students, cultural actors, NGOs.

### 2. Problem and opportunity

Hvaler has limited physical co-working spaces and innovation arenas for young entrepreneurs and creatives. The island's geography, with multiple smaller islands and seasonal variations, makes fixed-location spaces hard to sustain. A Mobile HUB can bridge this gap and foster cross-island networks, creative industries and green entrepreneurship, aligned with Hvaler's circular economy and sustainable tourism goals.

### 3. Your solution

Retrofit a van, trailer or boat into a Mobile Innovation HUB:  
Equipped with fast internet, digital tools, flexible workspace, and maker equipment  
Hosts mobile workshops, hackathons, pop-up events  
Moves between islands and harbours, bringing innovation services to local communities  
Offers: start-up support, business mentoring, digital literacy, creative networking  
Operated year-round with flexible programming adapted to local needs

### 4. What already exists?

- Growing local interest in creative industries and circular entrepreneurship
- Existing cultural associations and networks
- Tourism operators interested in off-season innovation
- FREIIA project foundation and partnerships
- Municipality vision for green transition and year-round economy

### 5. What is needed?

Vehicle/boat retrofit with necessary equipment  
Mobile HUB management and operation plan  
Programming calendar  
Local and regional mentors and partners  
Support for digital platform and communications

### 6. Who implements it?

Students (FREIIA, ØUC) – concept, co-design and pilot delivery  
Municipality of Hvaler – strategic facilitation and partnership building  
Local entrepreneurs and creative actors – mentors and network  
Private sector partners – equipment sponsorship  
Associations and tourism networks – event collaboration

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

Planning & co-design: Autumn 2025  
Vehicle retrofit & test: Winter 2025/2026  
Pilot program launch: Spring/Summer 2026

## **8. Expected Impacts**

Economic: New business creation, stronger local value chains  
Social: Empowered young people, cross-island networks  
Educational: Digital skills, entrepreneurship training  
Environmental: Supports sustainable and circular economy initiatives

## **9. Risk Factors and Mitigation Strategies**

Low participation → Engage youth early, co-create program calendar  
Technical issues → Partner with local mechanical and digital experts  
Financial sustainability → Build mixed income model (sponsorships, event fees)

## **10. Possible Funding or Business Model**

EU Interreg (microgrants for innovation ecosystems)  
Innovation Norway  
Municipality start-up funding  
Corporate sponsorships (digital companies, banks)  
Event-based revenue model

## **11. Suggested Next Steps**

Present concept to Municipality of Hvaler and local innovation actors  
Launch youth-led design competition for HUB interior and program  
Identify suitable vehicle and technical partners  
Build mentor and partner network  
Develop marketing strategy and communications  
Launch first prototype events during Summer 2026

## Municipality's Facilitating Role (RUDDER Framework)

**Leadership:** Define entrepreneurship and digital innovation as key elements in Hvaler's strategic plan; appoint innovation liaison.

**Connector:** Link students, local entrepreneurs, regional innovation actors and funding bodies.

**Facilitator / Creator:** Host co-creation sessions, support HUB launch events and hackathons.

**Provider:** Assist with vehicle access, parking permits, use of public spaces.

**Ambassador:** Promote the HUB through municipal channels, regional media, and tourism networks.

**Leverage / Capitalize:** Position Hvaler as a leading Nordic island for digital and circular innovation.

**Network Orbiting:** Build partnerships with other island communities and EU innovation networks.

**Procurement Trendsetter:** Inspire agile procurement and flexible partnerships supporting youth-led

Stakeholder	Role in project	Interest/Motivation
Students (FREIIA, ØUC)	Concept design, prototype delivery, operators	Innovation skills, entrepreneurship learning
Municipality of Hvaler	Strategic facilitation, funding, co-owner	Strengthen year-round economy and innovation ecosystem
Local entrepreneurs / creatives	Mentors, event partners, role models	New networks, collaboration opportunities
Private sponsors (tech companies)	Equipment and funding partners	CSR, visibility in green innovation
Tourism operators	Event hosts, collaborators	Off-season tourism development
Associations (NGOs, culture groups)	Programming partners, content contributors	Community-building, youth empowerment