IMPROVED TRANSPORT SOLUTIONS

HVALER

ISLAND & IDEA TITLE

HVALER
IMPROVED TRANSPORT SOLUTIONS
- SUSTAINABLE ISLAND MOBILITY FOR RESIDENTS AND VISITORS

TARGET GROUP

PERMANENT RESIDENTS
SEASONAL WORKERS
TOURISTS
LOCAL BUSINESSES
PUBLIC SERVICES

PROBLEM AND OPPORTUNITY

HVALER FACES GROWING TRAFFIC AND CAR DEPENDENCY, PARTICULARLY DURING THE SUMMER SEASON WHEN TOURISM PEAKS
TRANSPORT OPTIONS: E-BIKES, SHARED ELECTRIC BOATS, SMALL ELECTRIC SHUTTLES, CAN REDUCE EMISSIONS, IMPROVE THE EXPERIENCE, AND STRENGTHEN YEAR-ROUND MOBILITY

SOLUTION

DEVELOP A FLEXIBLE, INTEGRATED SUSTAINABLE MOBILITY SYSTEM FOR HVALER:
YEAR-ROUND OFFER, WITH EXPANDED SERVICE IN HIGH SEASON

WHAT ALREADY EXISTS?

BIKE PATHS AND WALKING TRAILS
GROWING LOCAL E-BIKE MARKET
A MARKET FOR ELECTRIC BOATS
LOCAL CLIMATE & MOBILITY TARGETS IN MUNICIPAL PLANS
TOURISM STAKEHOLDERS SEEKING GREEN TRANSPORT OFFERS

WHAT IS NEEDED?

E-VEHICLES (BIKES, CARGO-BIKES, SHUTTLE, BOATS)
CHARGING INFRASTRUCTURE
DIGITAL PLATFORM FOR MOBILITY AS A SERVICE
OPERATIONAL PARTNERSHIPS WITH LOCAL BUSINESSES
FUNDING FOR PILOTS AND SCALING

WHO IMPLEMENTS IT?

MUNICIPALITY OF HVALER
PRIVATE OPERATORS
STUDENTS (FREIIA, ØUC)
TOURISM AND FERRY OPERATORS
LOCAL BUSINESS NETWORKS

WHEN IS IT FEASIBLE?

PLANNING AND PARTNERSHIPS: AUTUMN 2025
PILOT IMPLEMENTATION: SUMMER 2026
EVALUATION AND SCALING: 2027

EXPECTED IMPACTS

REDUCED EMISSIONS AND CONGESTION
MORE ACCESSIBLE AND AFFORDABLE MOBILITY FOR ALL RESIDENTS
STRENGTHENED GREEN TOURISM PROFILE
PRACTICAL ENTREPRENEURSHIP AND MOBILITY INNOVATION EXPERIENCE FOR STUDENTS

RISK FACTORS AND MITIGATION STRATEGIES

WEATHER-RELATED SERVICE DISRUPTION → FLEXIBLE SCHEDULING AND SERVICE OFFERS
LOW INITIAL UPTAKE → USER-CENTERED DESIGN, CO-CREATION WITH RESIDENTS
FINANCIAL SUSTAINABILITY → PUBLIC-PRIVATE REVENUE MODEL, SEASONAL BALANCING

POSSIBLE FUNDING OR BUSINESS MODEL

EU INTERREG (GREEN MOBILITY, ISLAND RESILIENCE)
NATIONAL AND REGIONAL CLIMATE FUNDS
CORPORATE PARTNERSHIPS (ENERGY, MOBILITY COMPANIES)
TICKETING REVENUES
PUBLIC-PRIVATE PARTNERSHIPS (PPP)

SUGGESTED NEXT STEPS

PRESENT CONCEPT
CONDUCT FEASIBILITY STUDY AND COST-BENEFIT ANALYSIS
IDENTIFY PARTNERS FOR ELECTRIC MOBILITY AND FLEET OPERATIONS
CO-DEVELOP MOBILITY-AS-A-SERVICE APP PROTOTYPE
PILOT SHARED MOBILITY SERVICES
EVALUATE RESULTS AND PLAN SCALING

Island: Hvaler (Norway)

Title: **Improved Transport Solutions** – Sustainable Island Mobility for Residents and Visitors designed to promote greener mobility, reduce car dependency, and enhance accessibility across Hvaler Islands.

1. **Target group**

Permanent residents, seasonal workers, tourists, local businesses, public services.

2. **Problem and opportunity**

Hvaler faces growing traffic and car dependency, particularly during the summer season when tourism peaks. Road infrastructure, parking, and environmental quality are all under strain. Better sustainable transport options, e-bikes, shared electric boats, small electric shuttles, can reduce emissions, improve the visitor experience, and strengthen year-round mobility for residents.

There is also an opportunity to integrate transport services with tourism offers (Mobility-as-a-Service), helping to position Hvaler as a green destination.

3. **Your solution**

Develop a flexible, integrated sustainable mobility system for Hvaler:

Shared e-bike and e-cargo bike rental system

Electric minibus or shuttle routes connecting main hubs

Small shared electric boats for inter-island transport

“Mobility as a Service” app/platform integrating schedules, ticketing and booking

Flexible transport bundles linked to ferry tickets and tourism services

Year-round offer, with expanded service in high season

4. **What already exists?**

- Bike paths and walking trails
- Growing local e-bike market
- A market for electric boats
- Local climate and mobility targets in municipal plans
- Tourism stakeholders seeking green transport offers
- FREIIA project network and EU partnerships

5. **What is needed?**

E-vehicles (bikes, cargo-bikes, shuttle, boats)

Charging infrastructure

Digital platform for Mobility as a Service

Operational partnerships with local businesses

Funding for pilots and scaling

6. **Who implements it?**
Municipality of Hvaler — strategic facilitation, regulation, infrastructure
Private operators — fleet management and services
Students (FREIIA, ØUC) — digital platform development, user research
Tourism and ferry operators — integrated offers
Local business networks — promotion and partnerships

7. **When is it feasible?**
Planning and partnerships: Autumn 2025
Pilot implementation: Summer 2026
Evaluation and scaling: 2027

8. **Expected Impacts**
Environmental: Reduced emissions and congestion
Social: More accessible and affordable mobility for all residents
Economic: Strengthened green tourism profile
Educational: Practical entrepreneurship and mobility innovation experience for students

9. **Risk Factors and Mitigation Strategies**
Weather-related service disruption → Flexible scheduling and service offers
Low initial uptake → User-centered design, co-creation with residents
Financial sustainability → Public-private revenue model, seasonal balancing

10. **Possible Funding or Business Model**
EU Interreg (green mobility, island resilience)
National and regional climate funds
Corporate partnerships (energy, mobility companies)
Ticketing revenues
Public-private partnerships (PPP)

11. **Suggested Next Steps**
Present concept to Municipality of Hvaler and key transport stakeholders
Conduct feasibility study and cost-benefit analysis
Identify partners for electric mobility and fleet operations
Co-develop Mobility-as-a-Service app prototype
Pilot shared mobility services for Summer 2026
Evaluate results and plan scaling for 2027 and beyond

Municipality's Facilitating Role (RUDDER Framework)

Leadership: Position sustainable mobility as a strategic priority; appoint mobility innovation lead.
Connector: Facilitate cross-sector partnerships (operators, tech developers, tourism).
Facilitator / Creator: Support service design and testing, co-creation with users.
Provider: Support with infrastructure (charging stations, docking), data and permits.
Ambassador: Promote Hvaler as a green mobility destination in tourism networks.
Leverage / Capitalize: Build on mobility success to support broader green transition goals.
Network Orbiting: Link to Nordic and EU island mobility innovation networks.
Procurement Trendsetter: Develop agile procurement for service-based and shared mobility.

Stakeholder	Role in project	Interest/Motivation
Students (FREIIA, ØUC)	Mobility concept design, app development, pilots	Learning, entrepreneurship in green mobility
Municipality of Hvaler	Infrastructure owner, regulator, project owner	Reduced emissions, improved resident mobility
Private transport operators	Fleet operators and service provider	New green business opportunities
Tourism operators	Integrated offers, promotion	Attracting green tourists, enhancing visitor experience
Ferry companies	Transport integration, ticketing	Value-added service offers, improved mobility chain
Residents and seasonal workers	Key users, co-creators	Affordable, accessible, low-carbon transport options