

MOBILE SAUNA INITIATIVE

HVALER



ISLAND & IDEA TITLE

HVALER
MOBILE SAUNA INITIATIVE – CIRCULAR WELLNESS
INNOVATION FOR HVALER



TARGETGROUP

ECO-CONSCIOUS TOURISTS, RESIDENTS SEEKING
HEALTH AND WELLNESS EXPERIENCES, YOUNG
FAMILIES, AND STUDENT VISITORS ENGAGED IN
SUSTAINABILITY PROJECTS.



PROBLEMANDOPPORTUNITY

STRONG RELIANCE ON SEASONAL TOURISM
LIMITED WINTER ACTIVITIES
NEED TO ATTRACT YOUNGER VISITORS
CAN EXTEND THE TOURIST SEASON, PROMOTE LOCAL
PRIDE
VISIBLE ICON FOR HVALER'S GREEN INNOVATION GOALS



SOLUTION

DEVELOP A MOBILE SAUNA MADE FROM UPCYCLED
BOAT PARTS, RECLAIMED WOOD, AND RENEWABLE
ENERGY SYSTEMS
OPERABLE YEAR-ROUND: 'SAUNA TALKS' ON
CONSERVATION, ECO-TOURISM WORKSHOPS, AND
STUDENT-LED GUIDED SAUNA TOURS.



WHATALREADYEXISTS?

NATIONAL AND LOCAL PRIDE IN MARINE
CONSERVATION
ESTABLISHED ECO-TOURISM SECTOR.
SKILLED LOCAL BOATBUILDERS AND CARPENTERS.
INSPIRATION FROM OTHER SAUNA EXAMPLES



WHATISNEEDED?

APPROX. €15,000 STARTUP BUDGET
LOCAL PARTNERSHIPS FOR RECYCLED MATERIALS.
SUPPORT FOR PERMITS
DIGITAL BOOKING PLATFORM
MARKETING COLLABORATION WITH VISIT FREDRIKSTAD
& HVALER.



WHOIMPLEMENTSIT?

FREIHA AND ØSTFOLD UNIVERSITY COLLEGE STUDENTS
LOCAL ARTISANS AND TECHNICAL MENTORS.
MUNICIPALITY OF HVALER
TOURISM STAKEHOLDERS



WHENISITFEASIBLE?

PLANNING & CO-DESIGN: SEPTEMBER – NOVEMBER 2025
BUILDING PHASE: DECEMBER 2025 – MARCH 2026
TEST PHASE: APRIL 2026
LAUNCH: MAY 2026 (PRE-TOURIST SEASON)



EXPECTED IMPACTS

EXTEND THE TOURISM SEASON, NEW BUSINESS
OPPORTUNITIES
STRENGTHENING YOUTH PARTICIPATION AND ISLAND IDENTITY
CIRCULAR MATERIAL USE AND RENEWABLE ENERGY
SHOWCASE.
REAL-WORLD EXPERIENCE FOR SUSTAINABILITY STUDENTS.



RISK FACTORS AND MITIGATION STRATEGIES

WEATHER DAMAGE → USE MARINE-GRADE,
WEATHERPROOF DESIGNS.
REGULATORY HURDLES → EARLY COLLABORATION
WITH LOCAL AUTHORITIES.
MAINTENANCE ISSUES → PARTNERSHIP WITH LOCAL
REPAIR SERVICES.
LOW WINTER USAGE



POSSIBLE FUNDING OR BUSINESS MODEL

EU INTERREG MICROGRANTS.
LOCAL CROWDFUNDING CAMPAIGN.
CORPORATE SPONSORSHIPS (OUTDOOR BRANDS,
WELLNESS COMPANIES).
BOOKING FEES FOR PRIVATE SAUNA RENTALS.



SUGGESTED NEXT STEPS

PRESENT CONCEPT TO MUNICIPALITY AND VISIT
FREDRIKSTAD & HVALER.
LAUNCH A STUDENT COMPETITION FOR DETAILED DESIGN.
SECURE RECYCLED MATERIALS THROUGH LOCAL
NETWORKS.
DEVELOP A BASIC PROTOTYPE FOR PILOT-T.N.G BY
EARLY 2026.

Through collaboration with our project partners in Aarhus, we have received a comprehensive blueprint, outlining effective methods for realizing these opportunities. By integrating insights such as Key Similarities across Islands, Partial Similarities, Island personas, cross-island applicable ideas, and the Student Venture Proposal, we establish a robust foundation for actionable initiatives. Such initiatives are likely to succeed, particularly when supported by active local involvement.

This blueprint, initially proposed by Professor. Han Brezet (Aalborg University, Adviser to Province Fryslan - FREIIA-project). The proposal specifically targets objectives including enhanced year-round tourism, adherence to circular economy principles, and increased youth engagement, exemplified from Hvaler. Ultimately, the blueprint offers a practical guide for developing these initial concepts into trans-island business opportunities.

Student Venture Proposal - 3 -Pager Example (FREIIA – TIPPING Aligned)

Source: FREIIA - Østfold Report nr: 2

Island: Hvaler (Norway)

Title: Mobile Sauna Initiative – Circular Wellness Innovation for Hvaler

This document outlines a student-driven sustainable entrepreneurship proposal designed to support year-round tourism, circular economy principles, and youth engagement on Hvaler Islands.

1. Target group

Eco-conscious tourists, residents seeking health and wellness experiences, young families, and student visitors engaged in sustainability projects.

2. Problem and opportunity

Hvaler suffers from a strong reliance on seasonal tourism, limited winter activities, and a need to attract younger visitors. A mobile sauna experience can extend the tourist season, promote local pride, and serve as a visible icon for Hvaler's green innovation goals.

3. Your solution

Develop a mobile sauna made from upcycled boat parts, reclaimed wood, and renewable energy systems (e.g., solar thermal heating). Operable year-round, the sauna will move between beaches and harbours across Hvaler. Activities include 'Sauna Talks' on conservation, eco-tourism workshops, and student-led guided sauna tours.

4. What already exists?

- National and local pride in marine conservation (Ytre Hvaler National Park).
 - Established eco-tourism sector.
 - Skilled local boatbuilders and carpenters.
- Inspiration from examples like 'Solar Egg' (Kiruna, Sweden), 'Skargaards Floating Saunas' (Sweden), and 'Nomad Sauna' (UK).

5. What is needed?

- Approx. €15,000 startup budget (materials, building, solar system).
 - Local partnerships for recycled materials.
- Support for permits (temporary installation at beaches/marinas).
 - Digital booking platform (student-led development).
 - Marketing collaboration with Visit Fredrikstad & Hvaler.

6. Who implements it?

- FREIA and Østfold University College students (project development and operations).
 - Local artisans and technical mentors.
 - Municipality of Hvaler (facilitation and promotion).
- Tourism stakeholders (integration into year-round offers).

7. When is it feasible?

- Planning & Co-design: September – November 2025
 - Building Phase: December 2025 – March 2026
 - Test Phase: April 2026
- Launch: May 2026 (pre-tourist season)

8. Expected Impacts

- Economic: Extending the tourism season, new business opportunities.
 - Social: Strengthening youth participation and island identity.
- Environmental: Circular material use and renewable energy showcase.
 - Educational: Real-world experience for sustainability students.

9. Risk Factors and Mitigation Strategies

- Weather damage → Use marine-grade, weatherproof designs.
- Regulatory hurdles → Early collaboration with local authorities.
 - Maintenance issues → Partnership with local repair services.
 - Low winter usage → Bundle with other winter activities.

10. Possible Funding or Business Model

- EU Interreg Microgrants.
 - Local crowdfunding campaign.
- Corporate sponsorships (outdoor brands, wellness companies).
 - Booking fees for private sauna rentals.

11. Suggested Next Steps

- Present concept to municipality and Visit Fredrikstad & Hvaler.
 - Launch a student competition for detailed design.
 - Secure recycled materials through local networks.
- Develop a basic prototype for pilot-testing by early 2026.

Municipality's Facilitating Role (RUDDER Framework)

- Leadership: Take active co-ownership by appointing a municipal innovation officer or dedicated project liaison to ensure continuity after student involvement ends. Define wellness and circularity as strategic goals embedded in Hvaler's sustainable development plans.
 - Connector: Facilitate connections between students, artisans, and tourism operators.
- Facilitator / Creator: Support design thinking workshops and co-creation events.
 - Provider: Help secure start-up grants, offer in-kind support (e.g., building materials, access to beaches/marinas).
- Ambassador: Promote the sauna project through local tourism websites, social media, and eco-tourism campaigns.
- Leverage / Capitalize: Use the sauna initiative to build momentum for a broader sustainable tourism strategy.
 - Network Orbiting: Link Hvaler to other islands and sustainable destination networks in the Nordics and Europe.
- Procurement Trendsetter: Inspire flexible, sustainability-first municipal procurement models supporting circular economy initiatives.

Stakeholder Map – Mobile Sauna Initiative (Hvaler)

Stakeholder	Role in Project	Interest / Motivation
Students (FREIIA, ØUC)	Initiators, designers, operators	Practical experience, sustainable innovation
Municipality of Hvaler	Facilitator, co-owner, connector	Sustainable development, strength

