

GRAVNINGEN



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North Sea



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FREIIA



Høgskolen i Østfold

VENTURE PLANS HØGSKOLEN I ØSTFOLD

WP4

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TABLE OF CONTENT

3. INTRODUCTION

6. STUDENT VENTURE PLAN PROPOSAL

10. STUDENT VENTURE PLANS

11. STUDENT VENTURE PLAN HVALER 1

15. STUDENT VENTURE PLAN HVALER 2

19. STUDENT VENTURE PLAN HVALER 3



23. STUDENT VENTURE PLAN SCHIERMONIKOOG 1

27. STUDENT VENTURE PLAN SCHIERMONIKOOG 2

31. STUDENT VENTURE PLAN SCHIERMONIKOOG 3



35. STUDENT VENTURE PLAN BORNHOLM 1

39. STUDENT VENTURE PLAN BORNHOLM 2

43. STUDENT VENTURE PLAN BORNHOLM 3

47. STUDENT VENTURE PLAN KOSTER 1

51. STUDENT VENTURE PLAN KOSTER 2

55. STUDENT VENTURE PLAN KOSTER 3



59. STUDENT VENTURE PLAN GROIX 1

63. STUDENT VENTURE PLAN GROIX 2

67. STUDENT VENTURE PLAN GROIX 3

71. STUDENT VENTURE PLAN GROIX 4

75. STUDENT VENTURE PLAN OUessant 1

79. STUDENT VENTURE PLAN OUessant 2

83. STUDENT VENTURE PLAN OUessant 3



STUDENT VENTURE PROPOSALS

Venture proposals are student-driven business concepts developed within the framework of sustainable entrepreneurship. They are based on real needs in local communities and present innovative solutions that can generate local value, extend the tourism season, promote circular economy practices, and engage youth. In the FREIIA project, such proposals have been created in collaboration between students, local stakeholders, and municipal partners, with the goal of turning ideas into concrete, actionable initiatives.

Key Insights: What's Important to Know About the Islands

The six islands in the FREIIA project – Hvaler, Schiermonnikoog, Bornholm, Koster, Groix, and Ouessant – vary significantly in size, population, geography, and governance. Still, they face many of the same structural challenges:

- Aging populations and youth migration to the mainland
- Seasonal tourism with limited off-season activity
- Small-scale economies, often reliant on tourism, fishing, and public services
- Ecologically sensitive environments requiring sustainable development approaches

These shared challenges create a strong foundation for joint learning and transnational solutions through student-driven venture proposals.

Similarities Across the Islands

All islands experience high seasonal pressure on infrastructure and services during summer.

There is a strong local identity and pride in natural and cultural heritage.

Sustainability is a core concern, especially in tourism and energy.

There is a need to diversify local economies and create year-round opportunities.

Youth involvement is limited but desired – venture proposals aim to reverse that.

Although the six FREIIA islands differ in geography, size, and governance, the interviews revealed recurring innovation gaps that transcend borders:

- Seasonal dependence on tourism
- Youth migration and demographic imbalance
- Limited housing and infrastructure
- Lack of coordination across sectors
- Economic and logistical barriers to sustainable development

The table on the next page provides an overview of key information for each of the six islands.

Island	Country	Population (approx.)	Governance	Demographics	Tourism Situation	Main Sectors
Hvaler	Norway	4,700	Part of Hvaler Municipality	Many part-time residents, aging permanent population	Strong summer tourism, low winter activity	Tourism, fishing, public sector
Schiermonnikoog	Netherlands	950	Independent municipality within Friesland province	Very low population, few young people, high share of elderly	National park, strictly regulated, seasonal tourism	Tourism, nature management, local services
Bornholm	Denmark	39,000	Regional municipality (Bornholms Regionskommune)	Mixed population, relatively stable year-round residency	High summer tourism, but also year-round activities	Tourism, agriculture, renewable energy
Koster	Sweden	300	Part of Strömstad Municipality	Low number of permanent residents, aging population	Dominated by summer tourism, very quiet during winter	Tourism, fishing, local food
Groix	France	2,300	Part of Lorient Municipality	Aging population, declining number of permanent residents	Seasonal tourism, focus on nature and cultural experiences	Fishing, tourism, small-scale production
Ouessant	France	850	Linked to Le Conquet municipality (special island status)	Very small and aging population, geographically isolated	Isolated tourism, challenging logistics and weather	Fishing, tourism, public services

The venture proposals have been developed based on ideas generated during our Co-Creation Workshops. These workshops emphasized amplifying the voices of local islanders, ensuring that the proposals reflect the initiatives desired by those who live and work on the islands. The ideas also incorporate a younger perspective, as they were co-developed with students from both the respective countries and Østfold University College.



Mobile Sauna Initiative
Community Collaboration Platforms
Decentralized School Facilities
Mobile Innovation HUB
Project House for Collaboration
Improved Transport Solutions



Educating Children on Waste as a Resource
Blue Minimal Surfing Camp
Using Social Media as Influencers
Creating a Collaboration Arena
Key Stakeholder Collaboration



Education and Youth Engagement
Collaboration and Innovation
Promoting Bornholm as a Living Destination



Events, Residents Exchange Services, Young and Old Generation
Reopening the Local School
Public and Private Collaboration Trust Program
Marketing Koster as a Destination for Scandinavian Businesses (winter season)



Extend the Tourist Season
Add More Recycling Stations, Engage the Community
Bike Infrastructure, Eco Transport, Ferry Access
Marketing Local Products & Tourism
Regular Meetings Between Residents and Stakeholders



Island Council for Local Dialogue and Governance
Energy Culture Through Education
Seasonal Housing

Based on these ideas, 20 venture proposals is developed, each aiming to address local needs and opportunities in innovative and sustainable ways.

THIS DOCUMENT OUTLINES A STUDENT-DRIVEN SUSTAINABLE ENTREPRENEURSHIP PROPOSAL DESIGNED TO SUPPORT YEAR-ROUND TOURISM, CIRCULAR ECONOMY PRINCIPLES, AND YOUTH ENGAGEMENT ON HVALER ISLANDS.



ISLAND & IDEA TITLE

HVALER
MOBILE SAUNA INITIATIVE – CIRCULAR WELLNESS
INNOVATION FOR HVALER



TARGET GROUP

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



PROBLEM AND OPPORTUNITY

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.



WHAT ALREADY EXISTS?

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



WHAT IS NEEDED?

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



WHO IMPLEMENTS IT?

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



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)



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-TESTING 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, strengthen



STUDENT VENTURE PLANS



DECENTRALIZED SCHOOL FACILITIES

HVALER



ISLAND & IDEA TITLE

HVALER
DECENTRALIZED SCHOOL FACILITIES – FLEXIBLE
LEARNING FOR YEAR-ROUND ISLAND LIFE



TARGET GROUP

FAMILIES WITH CHILDREN AGED 6–16
SEASONAL WORKER FAMILIES
HOMESCHOOLING NETWORKS
REMOTE-WORKING PARENTS
TEACHERS SEEKING FLEXIBLE EMPLOYMENT



PROBLEM AND OPPORTUNITY

HVALER'S SCHOOLS ARE CENTRALIZED
VERYDAY LOGISTICS IS DIFFICULT FOR FAMILIES
DISCOURAGES YEAR-ROUND FAMILY LIFE AND
CREATES A RISK OF FURTHER POPULATION AGING
HUBS CAN PROVIDE FLEXIBLE EDUCATIONAL
OPPORTUNITIES



SOLUTION

NETWORK OF "SATELLITE" SCHOOL HUBS IN EXISTING
COMMUNITY BUILDINGS (GRENDHEUS, CULTURAL
CENTERS) ACROSS HVALER



WHAT ALREADY EXISTS?

STRONG COMMUNITY ASSOCIATIONS
GRENDHEUS IN MANY AREAS
EXISTING MUNICIPAL SCHOOL COMPETENCE
MUNICIPALITY AND REGIONAL PLANS FOR VIBRANT
ISLAND LIFE
DIGITAL INFRASTRUCTURE IMPROVING



WHAT IS NEEDED?

IDENTIFY SUITABLE SPACES
UPGRADE DIGITAL INFRASTRUCTURE
DEVELOP LEARNING MODEL AND PARTNERSHIPS
TRAIN TEACHERS IN FLEXIBLE PEDAGOGY
PILOT FUNDING FOR INITIAL HUBS



WHO IMPLEMENTS IT?

MUNICIPALITY OF HVALER
FREIIA/ØUC STUDENTS
LOCAL TEACHERS AND CULTURAL ACTORS
PARENT NETWORKS
NATIONAL EDUCATION AUTHORITIES



WHEN IS IT FEASIBLE?

PLANNING AND DESIGN: SEPTEMBER–DECEMBER 2025
PILOT IMPLEMENTATION: SPRING 2026
EVALUATION AND SCALE-UP: 2026/2027 SCHOOL YEAR



EXPECTED IMPACTS

IMPROVED ACCESS TO EDUCATION ACROSS HVALER
SUPPORTS YEAR-ROUND ECONOMY
REDUCES CAR USE
INNOVATIVE PLACE-BASED LEARNING MODEL



RISK FACTORS AND MITIGATION

STRATEGIES

REGULATORY HURDLES → EARLY DIALOGUE WITH
NATIONAL EDUCATION AUTHORITY.
PARENTAL SKEPTICISM → INVOLVE FAMILIES IN
DESIGN PHASE.
UNEVEN DIGITAL READINESS → PRIORITIZE
INFRASTRUCTURE UPGRADE.



POSSIBLE FUNDING OR BUSINESS

MODEL

MUNICIPALITY INNOVATION FUNDS
REGIONAL EDUCATION INNOVATION PROGRAMS
EU INTERREG (CHILD-FRIENDLY ISLAND STRATEGIES)
CORPORATE CSR (EDTECH COMPANIES)



SUGGESTED NEXT

STEPS

PRESENT CONCEPT TO MUNICIPALITY OF HVALER AND
REGIONAL EDUCATION BOARD
CONDUCT STAKEHOLDER WORKSHOPS WITH TEACHERS,
PARENTS, ASSOCIATIONS
IDENTIFY POTENTIAL PILOT LOCATIONS (GRENDHEUS,
PUBLIC SPACES)
DEVELOP DIGITAL NEEDS ASSESSMENT
LAUNCH FIRST PILOT HUB FOR SPRING 2026

Island: Hvaler (Norway)

Title: **Decentralized School Facilities** – Flexible Learning for Year-Round Island Life

Document purpose: Sustainable entrepreneurship proposal to support family retention, youth education and community resilience on Hvaler.

1. Target group

Families with children aged 6–16, seasonal worker families, homeschooling networks, remote-working parents, teachers seeking flexible employment.

2. Problem and opportunity

Hvaler’s schools are centralized, making everyday logistics difficult for families on the outer islands and in dispersed parts of the municipality. Combined with housing costs and car-dependence, this discourages year-round family life and creates a risk of further population aging.

Decentralized learning hubs can provide flexible educational opportunities close to where families live, supporting youth education, family retention, and Hvaler’s strategy for vibrant year-round communities.

3. Your solution

Establish a network of “satellite” school hubs in existing community buildings (grendehus, cultural centers) across Hvaler.

Hubs equipped with modern digital classroom tools (video conferencing, learning platforms).

Flexible blended learning (online + physical).

Local place-based curriculum elements (culture, crafts, maritime knowledge, nature-based learning).

Shared with after-school activities and adult education.

Partnership between schools, municipality, local associations and parents.

4. What already exists?

- Strong community associations
- Grendehus in many areas
- Existing municipal school competence
- Municipality and regional plans for vibrant island life
- Digital infrastructure improving (fiber rollout)

5. What is needed?

Identify suitable spaces

Upgrade digital infrastructure

Develop learning model and partnerships

Train teachers in flexible pedagogy

Pilot funding for initial hubs

6. Who implements it?

Municipality of Hvaler (school system, facilities)
FREIIA/ØUC students (concept, digital development)
Local teachers and cultural actors
Parent networks
National education authorities (regulatory framework)

7. When is it feasible?

Planning and design: September–December 2025
Pilot implementation: Spring 2026
Evaluation and scale-up: 2026/2027 school year

8. Expected impacts

Social: Improved access to education across Hvaler, more attractive for young families, counteract demographic imbalance.
Economic: Supports year-round economy through higher family retention.
Environmental: Reduces car use for school transport.
Educational: Innovative place-based learning model.

9. Risk factors and mitigation

Regulatory hurdles → Early dialogue with national education authority.
Parental skepticism → Involve families in design phase.
Uneven digital readiness → Prioritize infrastructure upgrade.

10. Possible funding or business model

Municipality innovation funds
Regional education innovation programs
EU Interreg (child-friendly island strategies)
Corporate CSR (EdTech companies)

11. Suggested next steps

Present concept to Municipality of Hvaler and regional education board
Conduct stakeholder workshops with teachers, parents, associations
Identify potential pilot locations (grendehus, public spaces)
Develop digital needs assessment
Launch first pilot hub for Spring 2026

Municipality's Facilitating Role (RUDDER Framework)

Leadership: Define decentralized education and family retention as key strategic goals; appoint innovation officer or education liaison.

Connector: Link students, teachers, community associations and regional education actors.

Facilitator / Creator: Support design thinking workshops and co-creation events with families and educators.

Provider: Help secure pilot funding, offer in-kind support (use of municipal spaces, internet upgrades).

Ambassador: Promote the initiative through municipal platforms, school newsletters, and regional networks.

Leverage / Capitalize: Position Hvaler as a national example of flexible island education models.

Network Orbiting: Connect to other Nordic island communities experimenting with education innovation.

Procurement Trendsetter: Inspire adaptive, flexible procurement supporting small-scale decentralized models.

Stakeholder	Role in project	Interest/Motivation
Students (FREIIA, ØUC)	Concept development, stakeholder engagement	Learning innovation, practical project experience
Municipality of Hvaler (Schools dept.)	Strategic owner, infrastructure provider	Strengthen year-round community and education services
Teachers and educators	Co-creators, pilot implementers	Improved teaching flexibility, local innovation
Parents and families	Key users, co-design partners	Better education access, local community life
Local associations (Community halls, NGOs)	Space providers, program partners	Stronger community role, new activity opportunities
Regional education authorities	Regulatory support, scaling potential	Innovation in public education

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

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

EDUCATING CHILDREN ON WASTE AS A RESOURCE

SCHIERMONIKOOG



ISLAND & IDEA TITLE

SCHIERMONIKOOG

EDUCATING CHILDREN ON WASTE AS A RESOURCE
- INDEPENDENT ARTISANS AND ENTREPRENEURS WHO SPECIALIZE IN UPCYCLING WASTE MATERIALS CAN COLLABORATE WITH SCHOOLS TO DELIVER PRACTICAL WORKSHOPS



TARGET GROUP

SCHOOL STUDENTS & TEACHERS
INDEPENDENT ARTISANS & LOCAL ENTREPRENEURS
PARENTS SEEKING ENVIRONMENTAL EDUCATION AND SUSTAINABLE SKILLS DEVELOPMENT FOR CHILDREN



PROBLEM AND OPPORTUNITY

THERE IS LIMITED HANDS-ON ENVIRONMENTAL EDUCATION FOCUSING ON PRACTICAL CIRCULAR ECONOMY SKILLS FOR CHILDREN
WORKSHOPS LED BY LOCAL ARTISANS, CHILDREN LEARN HOW WASTE CAN BECOME VALUABLE RESOURCES



SOLUTION

ORGANIZE "WASTE-TO-RESOURCE LEARNING LABS" WHERE INDEPENDENT ARTISANS AND UPCYCLING ENTREPRENEURS COLLABORATE WITH SCHOOLS TO DELIVER INTERACTIVE WORKSHOPS



WHAT ALREADY EXISTS?

GREEN ENGAGEMENT IN SCHOOLS
SCHOOL AND COMMUNITY PROJECTS IN THE WADDEN SEA AREA
EXISTING WORKSHOPS AND CREATIVE ACTIVITIES



WHAT IS NEEDED?

APPROX. €8,000 STARTUP BUDGET
PARTNERSHIPS WITH SCHOOLS, LOCAL ARTISANS, AND ENVIRONMENTAL ORGANIZATIONS
SUPPORT FOR PERMISSIONS AND PROMOTION
DEVELOPMENT OF WORKSHOP
DIGITAL PLATFORM



WHO IMPLEMENTS IT?

FREIA AND ØSTFOLD UNIVERSITY COLLEGE STUDENTS
LOCAL ARTISANS AND UPCYCLING ENTREPRENEURS
SCHOOLS AND TEACHERS
MUNICIPALITY OF SCHIERMONIKOOG
ENVIRONMENTAL NGOS AND PARENT ASSOCIATIONS



WHEN IS IT FEASIBLE?

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



EXPECTED IMPACTS

INCOME OPPORTUNITIES FOR ARTISANS, PROMOTING GREEN ENTREPRENEURSHIP
EARLY SUSTAINABILITY ENGAGEMENT
CIRCULAR MINDSET, REDUCED LOCAL WASTE STREAMS, AWARENESS OF RESOURCE VALUE, PRACTICAL SKILLS DEVELOPMENT, CREATIVE PROBLEM-SOLVING, INSPIRATION



RISK FACTORS AND MITIGATION

STRATEGIES

LOW SCHOOL PARTICIPATION → EARLY INVOLVEMENT OF SCHOOL LEADERS AND TEACHERS IN DESIGN PHASE
LIMITED ARTISAN CAPACITY → BUILD A LOCAL ARTISAN NETWORK WITH ROTATIONAL SCHEDULES
FUNDING CHALLENGES → APPLY FOR MUNICIPAL, REGIONAL, AND EU EDUCATIONAL GRANTS
SAFETY CONCERNS IN WORKSHOPS → CLEAR SAFETY PROTOCOLS, CERTIFIED INSTRUCTORS



POSSIBLE FUNDING OR BUSINESS

MODEL

EU ERASMUS+ OR INTERREG EDUCATIONAL GRANTS
LOCAL BUSINESS SPONSORSHIPS (RETAILERS, WASTE MANAGEMENT COMPANIES)
MUNICIPAL YOUTH AND ENVIRONMENT BUDGETS
PARENT ASSOCIATION CONTRIBUTIONS
SALE OF STUDENT-CREATED UPCYCLED PRODUCTS (SCHOOL FAIRS, ONLINE PLATFORM)



SUGGESTED NEXT

STEPS

PRESENT CONCEPT TO MUNICIPAL EDUCATION AND SUSTAINABILITY DEPARTMENTS
HOST A STAKEHOLDER CO-CREATION MEETING (SCHOOLS, ARTISANS, STUDENTS, PARENTS)
DEVELOP INITIAL WORKSHOP MODULES WITH PILOT SCHOOLS
BUILD A BASIC DIGITAL PLATFORM TO COORDINATE BOOKINGS AND SHOWCASE OUTCOMES
LAUNCH PILOT PHASE IN EARLY 2026

Island: Schiermonikoog (Netherlands)

Title: **Educating Children on Waste as a Resource** - Independent artisans and entrepreneurs who specialize in upcycling waste materials can collaborate with schools to deliver practical workshops where students learn how discarded items can be transformed into new, functional products, such as reusable shopping bags or household items.

1. Target group

Primary and secondary school students, teachers, independent artisans, local entrepreneurs, and parents seeking environmental education and sustainable skills development for children.

2. Problem and opportunity

There is limited hands-on environmental education focusing on practical circular economy skills for children. Schools often lack resources and expertise to integrate applied upcycling knowledge. By introducing workshops led by local artisans, children learn how waste can become valuable resources, fostering early sustainability mindsets and inspiring future green innovators.

3. Your solution

Organize "Waste-to-Resource Learning Labs" where independent artisans and upcycling entrepreneurs collaborate with schools to deliver interactive workshops. Children transform discarded materials (e.g., textiles, plastics, packaging) into useful products like reusable shopping bags, home decor, or small furniture items. The program combines creativity, sustainability education, and vocational inspiration.

4. What already exists?

- Green engagement in schools: Through initiatives such as "Plastic Soup Surfer," Dutch schools have started to separate plastic waste. A national campaign has enabled primary schools to register for free plastic collection since January 2023. This creates a favorable environment for piloting practical upcycling tools and workshops.
- School and community projects in the Wadden Sea area: There are regional initiatives (e.g., Wadden Sea World Heritage workshops) that raise younger generations' awareness of the Wadden Sea's shared cultural and natural heritage – which can be integrated with waste-to-resource learning.
- Existing workshops and creative activities: The island already offers various classes and workshops (art classes, music activities, etc.). These represent a potential platform to introduce upcycling workshops into schools.

5. What is needed?

Approx. €8,000 startup budget (materials, tools, coordination)
Partnerships with schools, local artisans, and environmental organizations
Support from municipalities for permissions and promotion
Development of workshop curricula and training modules
Digital platform for booking and showcasing student creations

6. Who implements it?

FREIIA and Østfold University College students (project coordination, monitoring, digital platform)
Local artisans and upcycling entrepreneurs (workshop delivery)
Schools and teachers (integration into curriculum)
Municipalitie of Schiermonikoog (facilitation, promotion)
Environmental NGOs and parent associations (support, outreach)

7. When is it feasible?

Planning & Partnering: August – November 2025
Pilot Workshops: January – April 2026
Evaluation & Expansion: May – June 2026
Full Implementation: September 2026 onward

8. Expected Impacts

Economic: Income opportunities for artisans, promoting green entrepreneurship
Social: Early sustainability engagement, parent-student collaboration, youth empowerment
Environmental: Circular mindset, reduced local waste streams, awareness of resource value
Educational: Practical skills development, creative problem-solving, career inspiration

9. Risk Factors and Mitigation Strategies

Low school participation → Early involvement of school leaders and teachers in design phase
Limited artisan capacity → Build a local artisan network with rotational schedules
Funding challenges → Apply for municipal, regional, and EU educational grants
Safety concerns in workshops → Clear safety protocols, certified instructors

10. Possible Funding or Business Model

EU Erasmus+ or Interreg educational grants
Local business sponsorships (retailers, waste management companies)
Municipal youth and environment budgets
Parent association contributions
Sale of student-created upcycled products (school fairs, online platform)

11. Suggested Next Steps

- Present concept to municipal education and sustainability departments
- Host a stakeholder co-creation meeting (schools, artisans, students, parents)
- Develop initial workshop modules with pilot schools
- Build a basic digital platform to coordinate bookings and showcase outcomes
- Launch pilot phase in early 2026

Municipality's Facilitating Role (RUDDER Framework)

- Leadership:** Appoint a dedicated municipal education and sustainability coordinator to ensure continuity, integration with Schiermonnikoog's climate adaptation and waste reduction goals.
- Connector:** Facilitate partnerships between schools, local artisans, businesses, and environmental organizations.
- Facilitator / Creator:** Support co-creation workshops where teachers, artisans, and students design creative upcycling projects aligned with curriculum goals.
- Provider:** Offer in-kind support (workshop spaces, logistical support, small seed funding) and assist with necessary permits.
- Ambassador:** Promote the initiative through municipal communication channels, tourism offices, and sustainability campaigns.
- Leverage / Capitalize:** Use the project to strengthen Schiermonnikoog's profile as a sustainable learning destination and model island for circular education.
- Network Orbiting:** Connect with other Wadden Sea and European islands to share best practices in circular education.
- Procurement Trendsetter:** Integrate circular education services into public procurement, encouraging long-term municipal partnerships with local upcycling artisans.

Stakeholder	Role in project	Interest / Motivation
Students (FREIIA, partner universities, local schools)	Concept development, co-creation, coordination, delivery	Leadership, entrepreneurship, sustainability skills
Municipality of Schiermonnikoog	Strategic owner, facilitator, funding, promotion	Sustainable development, circular economy, youth
Schools and teachers	Hosts, program partners, curriculum integration	Innovative learning, stronger student engagement, practical
Local artisans and upcycling entrepreneurs	Workshop instructors, mentors, co-creators	Income generation, business exposure, environmental
Parents and parent associations	Supporters, outreach partners	Child development, creative learning, community building
Environmental NGOs and organizations	Advisors, content contributors	Environmental awareness, circular economy promotion
Local businesses and waste management companies	Sponsors, material providers, mentors	Corporate social responsibility, waste reduction, community

BLUE MINIMAL SURFING CAMP

SCHIERMONIKOOG



ISLAND & IDEA TITLE

SCHIERMONIKOOG

BLUE MINIMAL SURFING CAMP - UTILIZE INFLUENCERS AND SOCIAL MEDIA MARKETING TO PROMOTE SCHIERMONNIKOOG AS A SURFING DESTINATION, EMPHASIZING ITS NATURAL BEAUTY AND SUSTAINABLE TOURISM POTENTIAL



TARGET GROUP

YOUNG, ENVIRONMENTALLY CONSCIOUS TRAVELERS
ECO-TOURISTS
LOCAL YOUTH AND STUDENTS
ADVENTURE TOURISM SEEKERS
SUSTAINABLE TRAVEL INFLUENCERS



PROBLEM AND OPPORTUNITY

SCHIERMONNIKOOG AIMS TO ATTRACT YOUNGER, SUSTAINABILITY-MINDED VISITORS WHILE PRESERVING ITS FRAGILE NATURAL ECOSYSTEM
A MINIMAL-IMPACT SURF CAMP CAN OFFER EXCITING ECO-FRIENDLY EXPERIENCES, SUPPORT LOCAL BUSINESSES, & ESTABLISH SCHIERMONNIKOOG AS A DESTINATION FOR SUSTAINABLE ADVENTURE TOURISM



SOLUTION

DEVELOP A "BLUE MINIMAL SURFING CAMP" USING MOBILE, LOW-IMPACT INFRASTRUCTURE (TENTS, ECO-FRIENDLY SURFBOARDS, COMPOSTABLE MATERIALS)



WHAT ALREADY EXISTS?

WADDEN SEA UNESCO WORLD HERITAGE STATUS
YOUTH EDUCATION PROGRAMS - WADDEN SEA WORLD HERITAGE AWARENESS
PRIDE IN NATURAL PRESERVATION
BUSINESSES OFFERING LIMITED ADVENTURE ACTIVITIES
REGIONAL INTEREST IN SUSTAINABLE TOURISM INNOVATIONS



WHAT IS NEEDED?

APPROX. €25,000 STARTUP BUDGET
PARTNERSHIPS LOCAL BUSINESSES, SURF INSTRUCTORS, AND ENVIRONMENTAL EDUCATORS
PERMITS FOR TEMPORARY CAMPSITE AND BEACH USE
COLLABORATION WITH INFLUENCERS
DIGITAL PLATFORM FOR BOOKINGS, EDUCATION CONTENT, AND COMMUNITY ENGAGEMENT



WHO IMPLEMENTS IT?

FREIIA AND PARTNER UNIVERSITY STUDENTS
LOCAL SURF INSTRUCTORS AND ECO-GUIDES
MUNICIPALITY OF SCHIERMONNIKOOG
TOURISM BOARD AND LOCAL BUSINESSES
ENVIRONMENTAL NGOS



WHEN IS IT FEASIBLE?

PLANNING & PARTNERING: SEPTEMBER – DECEMBER 2025
PILOT SEASON: MAY – AUGUST 2026
EVALUATION & REFINEMENT: AUTUMN 2026
FULL LAUNCH: SPRING 2027



EXPECTED IMPACTS

DIVERSIFY TOURISM OFFER, SUPPORT BUSINESSES, CREATE JOBS
YOUTH ENGAGEMENT, SUSTAINABILITY EDUCATION, INFLUENCER-DRIVEN VISIBILITY
PROMOTE CONSERVATION, REDUCE TOURISM FOOTPRINT, INCREASE AWARENESS
NATURE-BASED LEARNING FOR PARTICIPANTS



RISK FACTORS AND MITIGATION

STRATEGIES

WEATHER DEPENDENCY → USE FLEXIBLE SCHEDULING, PROVIDE ALTERNATIVE ECO-ACTIVITIES
ENVIRONMENTAL IMPACT → STRICT GUIDELINES FOR WASTE, CAMPING, AND BEACH USAGE
LOW INITIAL PARTICIPATION → INFLUENCER MARKETING, EARLY ENGAGEMENT CAMPAIGNS
REGULATORY CHALLENGES → EARLY COLLABORATION WITH MUNICIPALITY AND CONSERVATION AUTHORITIES



POSSIBLE FUNDING OR BUSINESS

MODEL

EU INTERREG OR ERASMUS+ SUSTAINABILITY INNOVATION GRANTS
REGIONAL TOURISM DEVELOPMENT FUNDS
CORPORATE SPONSORSHIPS (SURF BRANDS, ECO-TOURISM COMPANIES)
BOOKING FEES FOR SURF CAMP PARTICIPANTS
MERCHANDISE SALES (SUSTAINABLE SURF GEAR, LOCAL PRODUCTS)



SUGGESTED NEXT

STEPS

PRESENT CONCEPT TO MUNICIPALITY AND TOURISM BOARD
HOST STAKEHOLDER CO-CREATION WORKSHOP (BUSINESSES, NGOS, INFLUENCERS)
DEVELOP INITIAL SURF CAMP DESIGN AND TRAINING MATERIALS
SECURE NECESSARY PERMITS AND LOCATIONS
LAUNCH TARGETED SOCIAL MEDIA CAMPAIGNS TO ATTRACT EARLY PARTICIPANTS
PILOT PROGRAM FOR SUMMER 2026

Island: Schiermonnikoog (Netherlands)

Title: **Blue Minimal Surfing Camp** - Utilize influencers and social media marketing to promote Schiermonnikoog as a surfing destination, emphasizing its natural beauty and sustainable tourism potential. By establishing a minimal-impact surf camp, visitors would be encouraged to engage in eco-friendly activities while supporting local businesses. This initiative would make the island more attractive to young, environmentally conscious travelers, fostering sustainable tourism growth while preserving the island's unique ecosystem.

1. Target group

Young, environmentally conscious travelers. Eco-tourists. Local youth and students. Adventure tourism seekers. Sustainable travel influencers.

2. Problem and opportunity

Schiermonnikoog aims to attract younger, sustainability-minded visitors while preserving its fragile natural ecosystem. Traditional tourism models risk overburdening limited island resources. A minimal-impact surf camp can offer exciting eco-friendly experiences, support local businesses, and establish Schiermonnikoog as a destination for sustainable adventure tourism.

3. Solution

Develop a "Blue Minimal Surfing Camp" using mobile, low-impact infrastructure (tents, eco-friendly surfboards, compostable materials). The camp will:

- Offer surf lessons, eco-awareness workshops, and coastal clean-up activities.
- Collaborate with influencers and social media marketing to promote the island.
- Provide nature education on marine ecology and sustainable surf practices.
- Partner with local businesses to source materials, accommodation, and food.

4. What already exists?

- Wadden Sea UNESCO World Heritage status supporting marine conservation.
- Existing youth education programs tied to Wadden Sea World Heritage awareness.
- Strong local community pride in natural preservation.
- Local businesses offering limited adventure activities (e.g., biking, bird watching, kayaking).
- Growing regional interest in sustainable tourism innovations.

5. What is needed?

Approx. €25,000 startup budget (equipment, marketing, training, infrastructure)
Partnerships with local businesses, surf instructors, and environmental educators
Permits for temporary campsite and beach use
Collaboration with influencers and social media agencies
Digital platform for bookings, education content, and community engagement

6. Who implements it?

FREIIA and partner university students (project coordination, social media, platform development)
Local surf instructors and eco-guides (program delivery)
Municipality of Schiermonnikoog (permits, facilitation)
Tourism board and local businesses (promotion, partnerships)
Environmental NGOs (content development, coastal preservation expertise)

7. When is it feasible?

Planning & Partnering: September – December 2025
Pilot Season: May – August 2026
Evaluation & Refinement: Autumn 2026
Full Launch: Spring 2027

8. Expected Impacts

Economic: Diversify tourism offer, support local businesses, create seasonal jobs
Social: Youth engagement, sustainability education, influencer-driven visibility
Environmental: Promote conservation, reduce tourism footprint, increase awareness
Educational: Real-world experience for students, nature-based learning for participants

9. Risk Factors and Mitigation Strategies

Weather dependency → Use flexible scheduling, provide alternative eco-activities
Environmental impact → Strict guidelines for waste, camping, and beach usage
Low initial participation → Influencer marketing, early engagement campaigns
Regulatory challenges → Early collaboration with municipality and conservation authorities

10. Possible Funding or Business Model

EU Interreg or Erasmus+ sustainability innovation grants
Regional tourism development funds
Corporate sponsorships (surf brands, eco-tourism companies)
Booking fees for surf camp participants
Merchandise sales (sustainable surf gear, local products)

11. Suggested Next Steps

Present concept to municipality and tourism board
Host stakeholder co-creation workshop (businesses, NGOs, influencers)
Develop initial surf camp design and training materials
Secure necessary permits and locations
Launch targeted social media campaigns to attract early participants
Pilot program for summer 2026

Municipality’s Facilitating Role (RUDDER Framework)

Leadership: Appoint a municipal sustainability and youth tourism coordinator to ensure cross-stakeholder alignment.

Connector: Facilitate partnerships between students, surf instructors, businesses, and influencers.

Facilitator / Creator: Support design thinking workshops and influencer collaborations.

Provider: Offer in-kind support (permits, site access, small grants).

Ambassador: Promote Schiermonnikoog as a model for sustainable surf tourism.

Leverage / Capitalize: Use the surf camp to attract media attention and reinforce the island's sustainability brand.

Network Orbiting: Connect with other sustainable surf and island tourism networks.

Procurement Trendsetter: Encourage environmentally friendly procurement standards for public events and tourism services.

Stakeholder	Role in project	Interest / Motivation
Students (FREIIA, partner universities)	Concept development, social media, delivery	Leadership, entrepreneurship, sustainability skills
Municipality of Schiermonnikoog	Strategic owner, facilitator, funding, permits	Sustainable development, youth tourism, conservation
Local surf instructors & eco-guides	Program delivery, safety, education	Income generation, surf promotion, environmental
Local businesses (accommodation, food,	Partners, suppliers	Economic growth, seasonal business stability
Tourism board and marketing agencies	Promotion, branding, outreach	Strengthening destination profile, influencer engagement
Environmental NGOs	Educational content, coastal preservation expertise	Conservation advocacy, public awareness
Influencers & social media partners	Promotion, content creation	Brand visibility, social media growth, sustainability branding

CREATING A COLLABORATION ARENA

SCHIERMONIKOOG



ISLAND & IDEA TITLE

SCHIERMONIKOOG

CREATING A COLLABORATION ARENA - A DEDICATED PHYSICAL SPACE SHOULD BE ESTABLISHED TO FACILITATE INTERACTION AND COOPERATION BETWEEN THE LOCAL COMMUNITY AND THE MUNICIPALITY



TARGET GROUP

LOCAL RESIDENTS
MUNICIPALITY STAFF AND PUBLIC AUTHORITIES
LOCAL BUSINESSES AND ENTREPRENEURS
NGOS AND COMMUNITY ORGANIZATIONS
STUDENTS AND YOUTH COUNCILS



PROBLEM AND OPPORTUNITY

THE ISLAND LACKS A DEDICATED SPACE FOR STRUCTURED DIALOGUE, CO-CREATION, & JOINT DEVELOPMENT BETWEEN THE COMMUNITY AND PUBLIC SECTOR
A PHYSICAL COLLABORATION ARENA LIMITS THE POTENTIAL FOR COMMUNITY-DRIVEN INNOVATION, PARTICIPATORY PLANNING, & SUSTAINABLE PROJECT DEVELOPMENT



SOLUTION

DEVELOP A "COLLABORATION ARENA" AS A MULTIFUNCTIONAL PHYSICAL SPACE WHERE DIVERSE STAKEHOLDERS CAN MEET, EXCHANGE IDEAS, AND INITIATE JOINT PROJECTS



WHAT ALREADY EXISTS?

ACTIVE LOCAL ASSOCIATIONS & CIVIC INITIATIVES FOCUSED ON NATURE CONSERVATION & CULTURAL HERITAGE
TRADITION OF COMMUNITY PRIDE & VOLUNTEER ENGAGEMENT
MUNICIPALITY COMMITMENT TO SUSTAINABILITY & CITIZEN PARTICIPATION
PRIOR EXPERIENCES WITH SMALLER CO-CREATION PROJECTS & COMMUNITY CONSULTATIONS



WHAT IS NEEDED?

APPROX. €60,000 STARTUP BUDGET
SUPPORT: VENUE ALLOCATION & LONG-TERM MANAGEMENT
PARTNERSHIPS: LOCAL BUSINESSES, NGOS, & EDUCATIONAL INSTITUTIONS
DEVELOPMENT OF AN INCLUSIVE PROGRAM PLAN INVOLVING ALL STAKEHOLDER GROUPS
DIGITAL PLATFORM



WHO IMPLEMENTS IT?

FREIIA AND PARTNER UNIVERSITY STUDENTS
MUNICIPALITY OF SCHIERMONNIKOOG
LOCAL NGOS AND ASSOCIATIONS
BUSINESSES AND ENTREPRENEURS
YOUTH COUNCILS AND STUDENT NETWORKS



WHEN IS IT FEASIBLE?

PLANNING & STAKEHOLDER ENGAGEMENT: JANUARY – MAY 2026
RENOVATION AND SETUP: SUMMER 2026
PILOT PROGRAMMING PHASE: AUTUMN 2026
FULL OPERATION LAUNCH: JANUARY 2027



EXPECTED IMPACTS

STRENGTHEN LOCAL BUSINESS COLLABORATION, FOSTER INNOVATION AND ENTREPRENEURSHIP
CITIZEN PARTICIPATION, COMMUNITY IDENTITY, SUPPORT INTERGENERATIONAL DIALOGUE
CO-DESIGNED SUSTAINABILITY PROJECTS AND NATURE-BASED SOLUTIONS



RISK FACTORS AND MITIGATION

STRATEGIES

LIMITED PARTICIPATION → EARLY AND INCLUSIVE STAKEHOLDER ENGAGEMENT FROM DESIGN PHASE
OPERATIONAL COSTS → DEVELOP DIVERSE FUNDING SOURCES, INVOLVE VOLUNTEER NETWORKS
GOVERNANCE CONFLICTS → CLEAR GOVERNANCE MODEL WITH ROTATING REPRESENTATION
UNDERUTILIZATION → DYNAMIC PROGRAMMING, OPEN ACCESS, MULTI-PURPOSE USE



POSSIBLE FUNDING OR BUSINESS

MODEL

EU INTERREG OR LEADER COMMUNITY DEVELOPMENT GRANTS
DUTCH REGIONAL SUSTAINABILITY AND PARTICIPATION FUNDS
CORPORATE SPONSORSHIPS (LOCAL BANKS, SERVICE PROVIDERS)
MEMBERSHIP PROGRAMS FOR BUSINESSES AND COMMUNITY ORGANIZATIONS
EVENT HOSTING REVENUES AND EDUCATIONAL PROGRAM FEES



SUGGESTED NEXT

STEPS

PRESENT CONCEPT TO MUNICIPALITY AND COMMUNITY LEADERS
HOST INITIAL CO-CREATION WORKSHOPS TO DEFINE ARENA PURPOSE AND DESIGN
IDENTIFY AND SECURE SUITABLE LOCATION ON THE ISLAND
DEVELOP GOVERNANCE MODEL AND STAKEHOLDER COMMITMENTS
APPLY FOR INITIAL STARTUP FUNDING
LAUNCH PILOT EVENTS BY LATE 2026

Island: Schiermonikoog (Netherlands)

Title: **Creating a Collaboration Arena** - A dedicated physical space should be established to facilitate interaction and cooperation between the local community and the municipality. Currently, the lack of a structured venue for joint initiatives and discussions limits the potential for effective collaboration. By creating a collaboration arena, local residents, businesses, and public authorities would have a centralized hub for sharing ideas, co-developing projects, and fostering a stronger sense of community involvement.

1. Target group

Local residents. Municipality staff and public authorities. Local businesses and entrepreneurs. NGOs and community organizations. Students and youth councils.

2. Problem and Opportunity

Currently, Schiermonnikoog lacks a dedicated space for structured dialogue, co-creation, and joint development between the community and public sector. The absence of a physical collaboration arena limits the potential for community-driven innovation, participatory planning, and sustainable project development. Establishing such a hub would strengthen local ownership, empower citizens, and create a visible platform for collective problem-solving.

3. Solution

Develop a "Collaboration Arena" as a multifunctional physical space where diverse stakeholders can meet, exchange ideas, and initiate joint projects. The arena will:

- Host regular town hall meetings, workshops, and co-design sessions.
- Facilitate public-private partnerships and social innovation.
- Serve as a venue for exhibitions, learning programs, and community events.
- Provide flexible spaces for working groups and collaborative planning.
- Act as a central point for youth engagement and participatory governance.

4. What already exists?

- Active local associations and civic initiatives focused on nature conservation and cultural heritage.
- Strong tradition of community pride and volunteer engagement.
- Existing collaboration between Wadden Sea stakeholders and educational programs.
- Municipality commitment to sustainability and citizen participation.
- Prior experiences with smaller co-creation projects and community consultations.

5. What is needed?

Approx. €60,000 startup budget (renovation, furnishings, technology, coordination)

Municipality support for venue allocation and long-term management

Partnerships with local businesses, NGOs, and educational institutions

Development of an inclusive program plan involving all stakeholder groups

Digital platform to coordinate events, resources, and community feedback

6. Who Implements It?

FREIIA and partner university students (project coordination, program design)

Municipality of Schiermonnikoog (venue allocation, facilitation, funding)

Local NGOs and associations (program content, outreach)

Businesses and entrepreneurs (mentorship, collaboration projects)

Youth councils and student networks (youth-driven initiatives)

7. When is it Feasible?

Planning & Stakeholder Engagement: January – May 2026

Renovation and Setup: Summer 2026

Pilot Programming Phase: Autumn 2026

Full Operation Launch: January 2027

8. Expected Impacts

Economic: Strengthen local business collaboration, foster innovation and entrepreneurship

Social: Empower citizen participation, enhance community identity, support intergenerational dialogue

Environmental: Facilitate co-designed sustainability projects and nature-based solutions

Educational: Provide real-world learning spaces for students and lifelong learning opportunities for residents

9. Risk Factors and Mitigation Strategies

Limited participation → Early and inclusive stakeholder engagement from design phase

Operational costs → Develop diverse funding sources, involve volunteer networks

Governance conflicts → Clear governance model with rotating representation

Underutilization → Dynamic programming, open access, multi-purpose use

10. Possible Funding or Business Model

EU Interreg or LEADER community development grants

Dutch regional sustainability and participation funds

Corporate sponsorships (local banks, service providers)

Membership programs for businesses and community organizations

Event hosting revenues and educational program fees

11. Suggested Next Steps

- Present concept to municipality and community leaders
- Host initial co-creation workshops to define arena purpose and design
- Identify and secure suitable location on the island
- Develop governance model and stakeholder commitments
- Apply for initial startup funding
- Launch pilot events by late 2026

Municipality's Facilitating Role (RUDDER Framework)

Leadership: Appoint a municipal community innovation coordinator to oversee the arena development.

Connector: Facilitate partnerships between residents, businesses, NGOs, and public authorities.

Facilitator / Creator: Support inclusive co-design processes and capacity-building workshops.

Provider: Offer space allocation, in-kind support, and seed funding.

Ambassador: Actively promote Schiermonnikoog's community innovation approach regionally and nationally.

Leverage / Capitalize: Use the arena to showcase participatory governance and sustainable community planning.

Network Orbiting: Build connections with similar community innovation hubs across European islands.

Procurement Trendsetter: Integrate citizen participation into procurement processes for public services and development projects.

Stakeholder	Role in project	Interest / Motivation
Students (FREIIA, partner universities)	Concept development, program design, delivery	Leadership, entrepreneurship, community innovation
Municipality of Schiermonnikoog	Strategic owner, facilitator, funding, governance	Sustainable development, participatory governance,
Local NGOs and associations	Program contributors, outreach, mentorship	Civic engagement, conservation, cultural
Local businesses and entrepreneurs	Partners, project collaborators, sponsors	Economic growth, local innovation, social responsibility
Youth councils and student networks	Co-creators, program leaders	Youth voice, skills development, future
Community residents	Participants, idea generators, volunteers	Strengthened local identity, influence on development
Regional and EU funders	Funding, advisory support	Model for participatory regional development, policy

EDUCATION AND YOUTH ENGAGEMENT

BORNHOLM



ISLAND & IDEA TITLE

BORNHOLM

EDUCATION AND YOUTH ENGAGEMENT - STRENGTHENING YOUNG GENERATIONS AND ISLAND RESILIENCE DESIGNED TO STRENGTHEN YOUTH ENGAGEMENT, IMPROVE EDUCATION OPPORTUNITIES AND SUPPORT COMMUNITY RESILIENCE ON BORNHOLM



TARGET GROUP

YOUNG PEOPLE (AGES 12–25)
STUDENTS & TEACHERS
YOUNG ENTREPRENEURS
CIVIC ASSOCIATIONS
CULTURAL ACTORS



PROBLEM AND OPPORTUNITY

OUTFLOW OF YOUNG PEOPLE DUE TO LIMITED HIGHER EDUCATION PATHWAYS, FEWER SOCIAL OPPORTUNITIES, & PERCEPTIONS OF LIMITED PROSPECTS ON THE ISLAND IMPROVES ENGAGEMENT, SUPPORTS EDUCATION AND SKILLS, AND STRENGTHENS THE LOCAL IDENTITY OF YOUNG RESIDENTS, CONTRIBUTING TO REVERSING DEMOGRAPHIC TRENDS AND BUILDING FUTURE CAPACITY



SOLUTION

YOUTH HUBS BASED IN SCHOOLS, LIBRARIES, AND CULTURAL CENTERS
CROSS-ISLAND YOUTH EXCHANGES AND EVENTS
MENTORSHIP PROGRAMS LINKING YOUNG PEOPLE WITH LOCAL BUSINESSES AND CREATIVES
ANNUAL "BORNHOLM YOUTH INNOVATION FESTIVAL"



WHAT ALREADY EXISTS?

ACTIVE SCHOOLS AND VOCATIONAL EDUCATION PROVIDERS
STRONG COMMUNITY AND CULTURAL SECTOR
YOUTH COUNCILS AND SOME LOCAL YOUTH PROGRAMS
BORNHOLM'S STRATEGY FOR SUSTAINABLE DEVELOPMENT
EU AND NORDIC NETWORKS (THROUGH FREIIA)



WHAT IS NEEDED?

COORDINATED ISLAND-WIDE PROGRAM FRAMEWORK
LEADERSHIP AND YOUTH ENGAGEMENT RESOURCES
SPACES FOR YOUTH HUBS
BUDGET FOR PROGRAMMING, EXCHANGE AND EVENTS
MENTOR NETWORK ACROSS SECTORS



WHO IMPLEMENTS IT?

STUDENTS (FREIIA, UCPh, LOCAL SCHOOLS)
MUNICIPALITY OF BORNHOLM
SCHOOLS AND CULTURAL ORGANIZATIONS
LOCAL BUSINESSES, ARTISANS AND NGOS
YOUTH COUNCILS



WHEN IS IT FEASIBLE?

CO-DESIGN: AUTUMN 2025
PILOT PHASE: SPRING/SUMMER 2026
FULL ROLLOUT: SCHOOL YEAR 2026/2027



EXPECTED IMPACTS

STRONGER YOUTH VOICE, IDENTITY AND PARTICIPATION
EXPANDED LEARNING AND SKILL-BUILDING OPPORTUNITIES
IMPROVED YOUTH RETENTION AND ENTREPRENEURSHIP PATHWAYS
YOUTH LEADERSHIP IN LOCAL SUSTAINABILITY ACTION



RISK FACTORS AND MITIGATION

STRATEGIES

LOW YOUTH PARTICIPATION → CO-DESIGN WITH YOUTH COUNCILS, ENSURE YOUTH-LED APPROACH
PROJECT CONTINUITY → EMBED PROGRAM IN MUNICIPAL EDUCATION AND YOUTH STRATEGIES
RESOURCE LIMITATIONS → LEVERAGE EU AND NATIONAL FUNDING, AND PARTNERSHIPS



POSSIBLE FUNDING OR BUSINESS

MODEL

EU INTERREG (YOUTH, EDUCATION, ISLANDS)
DANISH MINISTRY OF CHILDREN AND EDUCATION
REGIONAL YOUTH AND CULTURE FUNDS
CSR PARTNERSHIPS
EVENT SPONSORSHIPS



SUGGESTED NEXT

STEPS

PRESENT CONCEPT TO MUNICIPALITY OF BORNHOLM AND YOUTH COUNCILS
CONDUCT CO-CREATION WORKSHOPS WITH YOUNG PEOPLE AND EDUCATORS
MAP POTENTIAL SPACES FOR HUBS AND PARTNERS
DEVELOP FUNDING PROPOSALS
PILOT FIRST YOUTH EVENTS AND HUBS IN 2026

Island: Bornholm (Denmark)

Title: **Education and Youth Engagement** – Strengthening Young Generations and Island Resilience designed to strengthen youth engagement, improve education opportunities and support community resilience on Bornholm.

1. Target group

Young people (ages 12–25), students, teachers, young entrepreneurs, civic associations, cultural actors.

2. Problem and opportunity

Bornholm faces an outflow of young people due to limited higher education pathways, fewer social opportunities, and perceptions of limited prospects on the island.

There is an opportunity to build an island-wide youth program that improves engagement, supports education and skills, and strengthens the local identity of young residents, contributing to reversing demographic trends and building future capacity.

3. Your solution

Develop a structured "Youth Engagement & Education Program" on Bornholm, which includes:

Youth hubs based in schools, libraries, and cultural centers
Cross-island youth exchanges and events

Mentorship programs linking young people with local businesses and creatives
Student-driven sustainability initiatives aligned with EU Green Deal
Annual "Bornholm Youth Innovation Festival"

International exchange with other European islands (via FREIIA networks)

4. What already exists?

- Active schools and vocational education providers
- Strong community and cultural sector
- Youth councils and some local youth programs
- Bornholm's strategy for sustainable development
- EU and Nordic networks (through FREIIA)

5. What is needed?

Coordinated island-wide program framework
Leadership and youth engagement resources
Spaces for youth hubs
Budget for programming, exchange and events
Mentor network across sectors

6. Who implements it?

Students (FREIIA, UCPH, local schools) – program concept and prototype
Municipality of Bornholm – strategic facilitation, funding
Schools and cultural organizations – local hosts
Local businesses, artisans and NGOs – mentors and partners
Youth councils – co-design and leadership

7. When is it feasible?

Co-design: Autumn 2025
Pilot phase: Spring/Summer 2026
Full rollout: School year 2026/2027

8. Expected Impacts

Social: Stronger youth voice, identity and participation
Educational: Expanded learning and skill-building opportunities
Economic: Improved youth retention and entrepreneurship pathways
Environmental: Youth leadership in local sustainability action

9. Risk Factors and Mitigation Strategies

Low youth participation → Co-design with youth councils, ensure youth-led approach
Project continuity → Embed program in municipal education and youth strategies
Resource limitations → Leverage EU and national funding, and partnerships

10. Possible Funding or Business Model

EU Interreg (youth, education, islands)
Danish Ministry of Children and Education
Regional youth and culture funds
CSR partnerships
Event sponsorships

11. Suggested Next Steps

Present concept to Municipality of Bornholm and youth councils
Conduct co-creation workshops with young people and educators
Map potential spaces for hubs and partners
Develop funding proposals
Pilot first youth events and hubs in 2026

Municipality's Facilitating Role (RUDDER Framework)

Leadership: Prioritize youth engagement as part of Bornholm's sustainability and resilience strategy; appoint youth engagement liaison.

Connector: Facilitate partnerships between schools, cultural sector, businesses and youth councils.

Facilitator / Creator: Support development of youth hubs and festival events.

Provider: Provide spaces, budget, and organizational support.

Ambassador: Promote youth leadership in regional, national and EU networks.

Leverage / Capitalize: Use youth engagement to drive broader green transition.

Network Orbiting: Connect Bornholm to European island youth innovation networks.

Procurement Trendsetter: Enable flexible procurement processes supporting youth-led initiatives.

Stakeholder	Role in project	Interest/Motivation
Students (FREIIA, UCPH, local schools)	Concept development, co-creation, delivery	Leadership, entrepreneurship and innovation skills
Municipality of Bornholm	Strategic owner, facilitator, funding	Sustainable development, youth retention
Schools and teachers	Hosts, program partners	Innovative learning, stronger student engagement
Youth councils and networks	Co-creators, program leaders	Greater youth voice and participation
Cultural organizations and libraries	Hosts, program contributors	Cultural vitality, new audiences
Local businesses and NGOs	Mentors, partners	Local talent pipeline, social responsibility

COLLABORATION AND INNOVATION

BORNHOLM



ISLAND & IDEA TITLE

BORNHOLM

COLLABORATION AND INNOVATION - BUILDING A CROSS-SECTOR PLATFORM FOR ISLAND SOLUTIONS DESIGNED TO SUPPORT INNOVATION, STRENGTHEN PARTNERSHIPS, AND CREATE COLLABORATIVE CAPACITY



TARGET GROUP

STUDENTS & ENTREPRENEURS
PUBLIC SECTOR ACTORS & CIVIC ASSOCIATIONS
ARTISANS
SMES & RESEARCHERS
YOUTH ORGANIZATIONS



PROBLEM AND OPPORTUNITY

BORNHOLM HAS MANY CREATIVE ACTORS AND PUBLIC INITIATIVES, BUT INNOVATION EFFORTS ARE OFTEN FRAGMENTED AND SILOED
COULD UNLOCK SYNERGIES, SUPPORT SOCIAL INNOVATION, AND EMPOWER STUDENTS AND LOCALS TO CO-CREATE ISLAND SOLUTIONS



SOLUTION

ESTABLISH AN "ISLAND INNOVATION PLATFORM" BASED IN AN ACCESSIBLE LOCATION ON BORNHOLM
HOST HACKATHONS, CO-CREATION LABS, AND STUDENT-LED PILOT PROJECTS
SHARED WORKING AND PROJECT DEVELOPMENT SPACE
A TESTBED FOR CROSS-SECTOR COLLABORATION



WHAT ALREADY EXISTS?

ENTREPRENEURIAL ECOSYSTEM AND INNOVATION ACTORS (BORNHOLMS ENERGI & FORSYNING, BRIGHT GREEN ISLAND)
PUBLIC-PRIVATE INTEREST IN CIRCULAR ECONOMY
ACADEMIC COLLABORATIONS VIA FREIIA
EXISTING LOCAL VENUES AND STRONG DIGITAL INFRASTRUCTURE



WHAT IS NEEDED?

A DESIGNATED COLLABORATION SPACE (RENOVATION OR RE-USE)
MANAGEMENT AND FACILITATION TEAM
ANNUAL PROGRAM OF ACTIVITIES
INVESTMENT IN DESIGN TOOLS AND WORKSHOP EQUIPMENT
FRAMEWORK AGREEMENT WITH MUNICIPALITY AND EDUCATIONAL PARTNERS



WHO IMPLEMENTS IT?

STUDENTS (FREIIA, UCPH)
MUNICIPALITY OF BORNHOLM
LOCAL AND REGIONAL INNOVATION ACTORS
ASSOCIATIONS AND SMES
EXTERNAL RESEARCH AND EU PARTNERS



WHEN IS IT FEASIBLE?

PLANNING AND PARTNERSHIP BUILDING: AUTUMN 2025
SPACE PREPARATION AND PILOT EVENTS: SPRING 2026
OFFICIAL LAUNCH: AUTUMN 2026



EXPECTED IMPACTS

GREATER COOPERATION, CO-CREATED SOLUTIONS
BOOST IN INNOVATION CAPACITY AND LOCAL ENTREPRENEURSHIP
HANDS-ON INNOVATION FOR STUDENTS AND YOUTH
FOCUS ON CIRCULAR AND GREEN PROJECT DEVELOPMENT



RISK FACTORS AND MITIGATION

STRATEGIES

LOW PARTICIPATION → INVOLVE COMMUNITY AND LOCAL ACTORS IN PROGRAM CO-DESIGN
FACILITY COSTS → USE EXISTING PUBLIC SPACES, PURSUE EU RENOVATION GRANTS
FRAGMENTATION → SECURE LONG-TERM FRAMEWORK AGREEMENT WITH KEY STAKEHOLDERS



POSSIBLE FUNDING OR BUSINESS

MODEL

EU INTERREG (INNOVATION ECOSYSTEMS, CIRCULAR ECONOMY)
NATIONAL DANISH INNOVATION AND RURAL DEVELOPMENT FUNDS
REGIONAL DEVELOPMENT PROGRAMS
CSR PARTNERSHIPS (ENERGY, DESIGN, MOBILITY SECTORS)
EVENT-BASED REVENUE AND MEMBERSHIP MODEL



SUGGESTED NEXT

STEPS

PRESENT CONCEPT TO MUNICIPALITY OF BORNHOLM AND INNOVATION STAKEHOLDERS
CONDUCT A "NEEDS AND SPACE INVENTORY" OF SUITABLE LOCATIONS
LAUNCH CO-CREATION PROCESS FOR PROGRAM DESIGN
IDENTIFY INITIAL PILOT THEMES (E.G. CIRCULAR TOURISM, TRANSPORT, EDUCATION)
PROTOTYPE FIRST EVENTS AND COLLABORATIVE PILOTS IN 2026

Island: Bornholm (Denmark)

Title: **Collaboration and Innovation** – Building a Cross-Sector Platform for Island Solutions designed to support innovation, strengthen partnerships, and create collaborative capacity across Bornholm.

1. Target group

Students, entrepreneurs, public sector actors, civic associations, artisans, SMEs, researchers, youth organizations.

2. Problem and opportunity

Bornholm has many creative actors and public initiatives, but innovation efforts are often fragmented and siloed. There is limited infrastructure for cross-sector collaboration and few neutral arenas for long-term project development. Creating a structured platform for collaboration could unlock synergies, support social innovation, and empower students and locals to co-create island solutions.

3. Your solution

Establish an “Island Innovation Platform” based in an accessible location on Bornholm. It would:

Offer shared working and project development space

Serve as a testbed for cross-sector collaboration (municipality, NGOs, businesses)

Host hackathons, co-creation labs, and student-led pilot projects

Facilitate innovation programs focused on circular economy, mobility, health, and education

Create a permanent anchor point for EU-funded innovation on Bornholm

4. What already exists?

- Entrepreneurial ecosystem and innovation actors (Bornholms Energi & Forsyning, Bright Green Island)
- Public-private interest in circular economy
- Academic collaborations via FREIIA
- Existing local venues and strong digital infrastructure

5. What is needed?

A designated collaboration space (renovation or re-use)

Management and facilitation team

Annual program of activities

Investment in design tools and workshop equipment

Framework agreement with municipality and educational partners

6. Who implements it?

Students (FREIIA, UCPH) – pilot concepts, community engagement
Municipality of Bornholm – strategic facilitator and infrastructure partner
Local and regional innovation actors – program development
Associations and SMEs – contributors and co-creators
External research and EU partners – knowledge sharing

7. When is it feasible?

Planning and partnership building: Autumn 2025
Space preparation and pilot events: Spring 2026
Official launch: Autumn 2026

8. Expected Impacts

Social: Greater cooperation, co-created solutions
Economic: Boost in innovation capacity and local entrepreneurship
Educational: Hands-on innovation for students and youth
Environmental: Focus on circular and green project development

9. Risk Factors and Mitigation Strategies

Low participation → Involve community and local actors in program co-design
Facility costs → Use existing public spaces, pursue EU renovation grants
Fragmentation → Secure long-term framework agreement with key stakeholders

10. Possible Funding or Business Model

EU Interreg (innovation ecosystems, circular economy)
National Danish innovation and rural development funds
Regional development programs
CSR partnerships (energy, design, mobility sectors)
Event-based revenue and membership model

11. Suggested Next Steps

Present concept to Municipality of Bornholm and innovation stakeholders
Conduct a “needs and space inventory” of suitable locations
Launch co-creation process for program design
Identify initial pilot themes (e.g. circular tourism, transport, education)
Prototype first events and collaborative pilots in 2026

Municipality's Facilitating Role (RUDDER Framework)

Leadership: Position Bornholm as a collaborative innovation island; appoint innovation liaison.

Connector: Link local actors with students, researchers and external partners.

Facilitator / Creator: Support physical space development and program infrastructure.

Provider: Offer access to public buildings, logistics, and pilot support.

Ambassador: Promote Bornholm's innovation platform in national and EU networks.

Leverage / Capitalize: Use the platform to attract further EU funding and new pilot projects.

Network Orbiting: Join Nordic and European innovation ecosystems.

Procurement Trendsetter: Enable project-based procurement models supporting early-stage collaboration.

Stakeholder	Role in project	Interest/Motivation
Students (FREIIA, UCPH)	Co-creators, event hosts, researchers	Learning, innovation practice, networks
Municipality of Bornholm	Strategic facilitator, space provider	Local innovation, project coordination
Local SMEs and entrepreneurs	Program users, pilot testers	Business development, co-creation opportunities
NGOs and civic actors	Partners and contributors	Mission impact, cross-sector work
Innovation clusters / researchers	Program partners, content providers	Regional collaboration and testing
EU and Nordic networks	Partners and funders	Strengthen island innovation and resilience

PROMOTING BORNHOLM AS A LIVING DESTINATION

BORNHOLM



ISLAND & IDEA TITLE

BORNHOLM

PROMOTING BORNHOLM AS A LIVING DESTINATION - ATTRACTING NEW RESIDENTS AND YEAR-ROUND LIFE DESIGNED TO STRENGTHEN BORNHOLM'S ATTRACTIVENESS AS A LONG-TERM PLACE TO LIVE, WORK, AND RAISE A FAMILY - BEYOND SEASONAL TOURISM.



TARGET GROUP

REMOTE WORKERS, ENTREPRENEURS & SKILLED WORKERS
DANISH AND INTERNATIONAL MOVERS
SECOND-HOME OWNERS, YOUNG FAMILIES, AND RETURN MIGRANTS



PROBLEM AND OPPORTUNITY

WHILE BORNHOLM IS A POPULAR SUMMER TOURIST DESTINATION, IT FACES CHALLENGES WITH POPULATION DECLINE, LABOR SHORTAGES, AND LIMITED YEAR-ROUND SETTLEMENT
THE ISLAND CAN ATTRACT NEW INHABITANTS WHO CONTRIBUTE TO LOCAL DEVELOPMENT



SOLUTION

DEVELOP A STRATEGIC CAMPAIGN AND SUPPORT SYSTEM TO PROMOTE BORNHOLM AS A LIVING DESTINATION
LAUNCH A BRANDED CAMPAIGN: "LIVE THE ISLAND LIFE – BORNHOLM YEAR-ROUND"



WHAT ALREADY EXISTS?

STRONG BRAND IDENTITY THROUGH BORNHOLM TOURISM AND CULTURE
GROWING CO-WORKING AND REMOTE WORK INTEREST
EXISTING SECOND-HOME BASE
MUNICIPAL INITIATIVES ON HOUSING AND RELOCATION
EU INTEREST IN REPOPULATING RURAL AND ISLAND REGIONS



WHAT IS NEEDED?

BRANDING AND CONTENT DEVELOPMENT
COORDINATION TEAM AND RELOCATION PARTNERS
PILOT PROGRAMS FOR LIVING RESIDENCIES
DIGITAL PLATFORM OR APP
COLLABORATION WITH REAL ESTATE, EMPLOYMENT, AND SOCIAL SERVICES



WHO IMPLEMENTS IT?

STUDENTS (FREIA, UCPH)
MUNICIPALITY OF BORNHOLM
EMPLOYERS AND BUSINESS CLUSTERS
CULTURAL AND CIVIC ASSOCIATIONS
DESTINATION BORNHOLM



WHEN IS IT FEASIBLE?

RESEARCH AND CAMPAIGN DESIGN: AUTUMN 2025
PILOT RELOCATION EXPERIENCES: SPRING/SUMMER 2026
FULL PLATFORM AND CAMPAIGN LAUNCH: AUTUMN 2026



EXPECTED IMPACTS

STRONGER AND MORE DIVERSE YEAR-ROUND POPULATION
NEW SKILLS, WORKFORCE AND ENTREPRENEURSHIP
ENCOURAGE SUSTAINABLE USE OF EXISTING HOUSING STOCK
ENRICH COMMUNITY LIFE WITH NEW IDEAS AND EXCHANGE



RISK FACTORS AND MITIGATION

STRATEGIES

COMMUNITY RESISTANCE TO NEW RESIDENTS → INCLUDE LOCALS IN WELCOME PROGRAMS
HOUSING BOTTLENECKS → PARTNER WITH SECOND-HOME OWNERS AND CO-HOUSING PROJECTS
LIMITED REACH → PARTNER WITH NATIONAL AND EU RELOCATION INITIATIVES



POSSIBLE FUNDING OR BUSINESS

MODEL

EU INTERREG (DEMOGRAPHIC RESILIENCE, REMOTE WORK)
DANISH BUSINESS AUTHORITY RELOCATION FUNDS
CSR FROM REAL ESTATE AND RELOCATION SERVICES
PUBLIC-PRIVATE RELOCATION CONSORTIUM
DIGITAL SERVICES REVENUE (PREMIUM LISTINGS, GUIDES)



SUGGESTED NEXT

STEPS

PRESENT CONCEPT: MUNICIPALITY OF BORNHOLM & DESTINATION BORNHOLM
MAP STAKEHOLDERS
DEVELOP BRAND STRATEGY & RELOCATION PLATFORM PROTOTYPE
PILOT "TRY LIVING ON BORNHOLM" RESIDENCIES IN SUMMER 2026
GATHER FEEDBACK AND ADJUST CAMPAIGN BEFORE BROADER ROLLOUT

Island: Bornholm (Denmark)

Title: **Promoting Bornholm as a Living Destination** – Attracting New Residents and Year-Round Life designed to strengthen Bornholm’s attractiveness as a long-term place to live, work, and raise a family - beyond seasonal tourism.

1. Target group

Remote workers, young families, entrepreneurs, skilled workers, Danish and international movers, second-home owners, and return migrants.

2. Problem and opportunity

While Bornholm is a popular summer tourist destination, it faces challenges with population decline, labor shortages, and limited year-round settlement. Many visitors love the island but do not consider it a viable permanent home. By reframing Bornholm as a “Living Destination” – not just a vacation spot – and building bridges between short-term visitors and long-term residents, the island can attract new inhabitants who contribute to local development.

3. Your solution

Develop a strategic campaign and support system to promote Bornholm as a Living Destination:

Launch a branded campaign: “Live the Island Life – Bornholm Year-Round”

Host “Try Living on Bornholm” residencies (1–3 month programs with housing, co-working, networking)

Develop a digital relocation platform with guides, housing info, job opportunities, social connection tools

Partner with employers to promote job relocation opportunities

Facilitate welcome programs and peer-to-peer networks for newcomers

Collaborate with second-home owners to encourage year-round stays

4. What already exists?

- Strong brand identity through Bornholm tourism and culture
- Growing co-working and remote work interest
- Existing second-home base
- Municipal initiatives on housing and relocation
- EU interest in repopulating rural and island regions

5. What is needed?

Branding and content development

Coordination team and relocation partners

Pilot programs for living residencies

Digital platform or app

Collaboration with real estate, employment, and social services

6. Who implements it?

Students (FREIIA, UCPH) – research, concept development, content production
Municipality of Bornholm – strategic coordination, platform ownership
Employers and business clusters – job relocation and housing partners
Cultural and civic associations – welcome activities
Destination Bornholm – branding and tourism alignment

7. When is it feasible?

Research and campaign design: Autumn 2025
Pilot relocation experiences: Spring/Summer 2026
Full platform and campaign launch: Autumn 2026

8. Expected Impacts

Social: Stronger and more diverse year-round population
Economic: New skills, workforce and entrepreneurship
Environmental: Encourage sustainable use of existing housing stock
Cultural: Enrich community life with new ideas and exchange

9. Risk Factors and Mitigation Strategies

Community resistance to new residents → Include locals in welcome programs
Housing bottlenecks → Partner with second-home owners and co-housing projects
Limited reach → Partner with national and EU relocation initiatives

10. Possible Funding or Business Model

EU Interreg (demographic resilience, remote work)
Danish Business Authority relocation funds
CSR from real estate and relocation services
Public-private relocation consortium
Digital services revenue (premium listings, guides)

11. Suggested Next Steps

Present concept to Municipality of Bornholm and Destination Bornholm
Map stakeholders (housing, jobs, co-working, social services)
Develop brand strategy and relocation platform prototype
Pilot “Try Living on Bornholm” residencies in Summer 2026
Gather feedback and adjust campaign before broader rollout

Municipality's Facilitating Role (RUDDER Framework)

Leadership: Prioritize long-term population growth and define Bornholm as a living destination in strategic plans.

Connector: Link housing providers, employers, civic groups, and second-home owners.

Facilitator / Creator: Host residencies and co-create welcome programs with new and existing residents.

Provider: Offer digital infrastructure, basic relocation services, and municipal support.

Ambassador: Promote Bornholm in national and EU relocation campaigns.

Leverage / Capitalize: Use campaign to strengthen job creation, housing policy and talent attraction.

Network Orbiting: Collaborate with other repopulating islands and rural areas in Europe.

Procurement Trendsetter: Develop flexible partnerships for place-branding and relocation services.

Stakeholder	Role in project	Interest/Motivation
Students (FREIIA, UCPH)	Co-creators, event hosts, researchers	Learning, innovation practice, networks
Municipality of Bornholm	Strategic facilitator, space provider	Local innovation, project coordination
Local SMEs and entrepreneurs	Program users, pilot testers	Business development, co-creation opportunities
NGOs and civic actors	Partners and contributors	Mission impact, cross-sector work
Innovation clusters / researchers	Program partners, content providers	Regional collaboration and testing
EU and Nordic networks	Partners and funders	Strengthen island innovation and resilience

INTERGENERATIONAL EXCHANGE AND EVENTS

KOSTER



ISLAND & IDEA TITLE

KOSTER

INTERGENERATIONAL EXCHANGE AND EVENTS- BUILDING BRIDGES BETWEEN YOUNG AND OLD ON KOSTER TO STRENGTHEN COMMUNITY TIES, REDUCE ISOLATION, AND ENHANCE YEAR-ROUND LIFE ON KOSTER THROUGH INTERGENERATIONAL EXCHANGE, LOCAL EVENTS, AND SHARED SERVICES.



TARGET GROUP

PERMANENT RESIDENTS (YOUTH AND ELDERLY)
SEASONAL WORKERS
NEW ISLANDERS
FAMILIES
CIVIC ORGANIZATIONS
STUDENTS



PROBLEM AND OPPORTUNITY

KOSTER HAS AN AGING POPULATION AND FEW STRUCTURED OPPORTUNITIES FOR INTERACTION ACROSS GENERATIONS
THERE IS A STRONG OPPORTUNITY TO BUILD SOCIAL COHESION, REDUCE LONELINESS, AND PROMOTE LOCAL CULTURE



SOLUTION

ESTABLISH AN INTERGENERATIONAL EVENT AND EXCHANGE PROGRAM UNDER THE NAME "KOSTER SAMTID" (KOSTER TOGETHER)



WHAT ALREADY EXISTS?

ACTIVE LOCAL ASSOCIATIONS AND CRAFTS CULTURE
A HIGHLY ENGAGED OLDER POPULATION
STUDENT INTEREST VIA FREIIA
EXPERIENCE FROM V1 AND V2 WORKSHOPS IDENTIFYING THIS CHALLENGE
AVAILABLE COMMUNITY SPACES FOR EVENTS



WHAT IS NEEDED?

COORDINATION AND SCHEDULING OF ACTIVITIES
TIMEBANK PLATFORM (APP OR PHYSICAL BOARD)
COMMUNICATION TOOLS AND PROMOTIONAL MATERIAL
MUNICIPAL SUPPORT AND INTERGENERATIONAL FACILITATORS
LIGHT FUNDING FOR MATERIALS AND REFRESHMENTS



WHO IMPLEMENTS IT?

STUDENTS (FREIIA, HIØ)
KOSTER RESIDENTS (YOUTH AND ELDERLY)
LOCAL ASSOCIATIONS
MUNICIPALITY OF STRÖMSTAD



WHEN IS IT FEASIBLE?

PLANNING AND CO-DESIGN: AUTUMN 2025
PILOT EVENTS AND TIMEBANK LAUNCH: SPRING 2026
FULL SEASONAL PROGRAM: SUMMER-AUTUMN 2026



EXPECTED IMPACTS

REDUCED LONELINESS, STRONGER COMMUNITY TIES
TRANSMISSION OF LOCAL KNOWLEDGE AND TRADITIONS
YOUTH EARN TIME-CREDITS OR EXPERIENCE INSTEAD OF MONEY
STUDENTS GAIN REAL-WORLD FACILITATION AND SOCIAL INNOVATION PRACTICE



RISK FACTORS AND MITIGATION

STRATEGIES

LOW YOUTH ENGAGEMENT → CREATE YOUTH-LED PLANNING BOARD
SCHEDULING CONFLICTS → USE ROTATING MODELS AND FEEDBACK LOOPS
PERCEPTION GAPS BETWEEN GENERATIONS → SHARED STORYTELLING TO BUILD UNDERSTANDING



POSSIBLE FUNDING OR BUSINESS

MODEL

EU INTERREG (RURAL COHESION, SOCIAL INNOVATION)
SWEDISH SOCIAL INCLUSION GRANTS (MUCF)
LOCAL SPONSORSHIPS (GROCERY, FERRY, CAFÉS)
TIMEBANK ECONOMY (NON-MONETARY EXCHANGE SYSTEM)



SUGGESTED NEXT

STEPS

PRESENT CONCEPT TO STRÖMSTAD MUNICIPALITY AND KOSTER ASSOCIATIONS
CONDUCT CO-CREATION SESSIONS WITH YOUTH AND ELDER RESIDENTS
DEVELOP PILOT EVENT CALENDAR AND PROTOTYPE TIMEBANK
TEST FIRST "KOSTER DAGAR" FESTIVAL IN SUMMER 2026
MONITOR AND ADJUST BASED ON COMMUNITY FEEDBACK

Island: Koster (Sweden)

Title: **Intergenerational Exchange and Events** – Building Bridges Between Young and Old on Koster to strengthen community ties, reduce isolation, and enhance year-round life on Koster through intergenerational exchange, local events, and shared services.

1. Target group

Permanent residents (youth and elderly), seasonal workers, new islanders, families, civic organizations, students.

2. Problem and opportunity

Koster has an aging population and few structured opportunities for interaction across generations. Youth leave the island due to lack of engagement, while many elderly experience isolation. Seasonal rhythms limit year-round community activities. There is a strong opportunity to build social cohesion, reduce loneliness, and promote local culture through shared events and services that connect young and old.

3. Your solution

Establish an intergenerational event and exchange program under the name “Koster Samtid” (Koster Together):

Youth-Elder Timebank: trade skills (e.g. tech help for sewing lessons, gardening for homework help)

Seasonal “Koster Dagar” festivals co-created by youth and elderly residents

Storytelling and digital heritage documentation led by students

Shared workshop series (boat repair, food traditions, music, sustainability)

Weekly “Service Saturdays” – youth assist elderly with shopping, tech, errands

Involve civic groups and schools to host rotating events

4. What already exists?

- Active local associations and crafts culture
- A highly engaged older population
- Student interest via FREIIA
- Experience from V1 and V2 workshops identifying this challenge
- Available community spaces for events

5. What is needed?

Coordination and scheduling of activities

Timebank platform (app or physical board)

Communication tools and promotional material

Municipal support and intergenerational facilitators

Light funding for materials and refreshments

6. Who implements it?

Students (FREIIA, HiØ) – program concept, timebank and facilitation
Koster residents (youth and elderly) – core participants and co-creators
Local associations – hosts and logistical partners
Municipality of Strömstad – facilitator and supporter

7. When is it feasible?

Planning and co-design: Autumn 2025
Pilot events and timebank launch: Spring 2026
Full seasonal program: Summer–Autumn 2026

8. Expected Impacts

Social: Reduced loneliness, stronger community ties
Cultural: Transmission of local knowledge and traditions
Economic: Youth earn time-credits or experience instead of money
Educational: Students gain real-world facilitation and social innovation practice

9. Risk Factors and Mitigation Strategies

Low youth engagement → Create youth-led planning board
Scheduling conflicts → Use rotating models and feedback loops
Perception gaps between generations → Shared storytelling to build understanding

10. Possible Funding or Business Model

EU Interreg (rural cohesion, social innovation)
Swedish social inclusion grants (MUCF)
Local sponsorships (grocery, ferry, cafés)
Timebank economy (non-monetary exchange system)

11. Suggested Next Steps

Present concept to Strömstad Municipality and Koster associations
Conduct co-creation sessions with youth and elder residents
Develop pilot event calendar and prototype timebank
Test first "Koster Dagar" festival in Summer 2026
Monitor and adjust based on community feedback

Municipality's Facilitating Role (RUDDER Framework)

Leadership: Frame intergenerational exchange as part of Koster's social sustainability strategy; assign community liaison.

Connector: Link youth, elders, students, and civic groups.

Facilitator / Creator: Support co-creation of timebank, workshops and festivals.

Provider: Offer venues, ferry discounts, refreshments or small grants.

Ambassador: Share success stories in local media and regional networks.

Leverage / Capitalize: Use Koster Samtid to promote year-round livability.

Network Orbiting: Connect to other island community exchange models in the Nordics.

Procurement Trendsetter: Promote community-led services and exchange-based models.

Stakeholder	Role in project	Interest/Motivation
Students (FREIIA, UCPH)	Co-creators, event hosts, researchers	Learning, innovation practice, networks
Municipality of Bornholm	Strategic facilitator, space provider	Local innovation, project coordination
Local SMEs and entrepreneurs	Program users, pilot testers	Business development, co-creation opportunities
NGOs and civic actors	Partners and contributors	Mission impact, cross-sector work
Innovation clusters / researchers	Program partners, content providers	Regional collaboration and testing
EU and Nordic networks	Partners and funders	Strengthen island innovation and resilience

REOPENING THE LOCAL SCHOOL

KOSTER



ISLAND & IDEA TITLE

KOSTER

REOPENING THE LOCAL SCHOOL - REVITALIZING ISLAND LIFE THROUGH EDUCATION DESIGNED TO SUPPORT COMMUNITY REVITALIZATION, FAMILY RETENTION, AND YEAR-ROUND LIVING ON KOSTER BY REOPENING AND REIMAGINING THE LOCAL SCHOOL AS A FLEXIBLE, COMMUNITY-CENTERED LEARNING HUB.



TARGET GROUP

FAMILIES WITH CHILDREN, POTENTIAL IN-MOVERS & CURRENT RESIDENTS
SEASONAL WORKERS WITH CHILDREN
EDUCATORS
LOCAL ASSOCIATIONS



PROBLEM AND OPPORTUNITY

THE CLOSURE OF THE LOCAL SCHOOL ON KOSTER HAS MADE IT MORE DIFFICULT FOR FAMILIES TO LIVE YEAR-ROUND ON THE ISLAND, LEADING TO POPULATION AGING AND FEWER SERVICES
CAN RE-ANCHOR FAMILIES AND SPARK LONG-TERM VITALITY



SOLUTION

A SMALL-SCALE, MULTI-AGE "ISLAND LEARNING HUB" USING DIGITAL BLENDED LEARNING
FOCUS ON LOCAL KNOWLEDGE, CRAFTS, MARITIME AND ENVIRONMENTAL EDUCATION
SHARED USE OF THE BUILDING FOR AFTER-SCHOOL PROGRAMS, ADULT EDUCATION AND COMMUNITY EVENTS



WHAT ALREADY EXISTS?

FORMER SCHOOL BUILDING AND INFRASTRUCTURE
INTEREST FROM YOUNG FAMILIES AND ASSOCIATIONS
DIGITAL EDUCATION TOOLS
FREIIA COLLABORATION WITH STRÖMSTAD MUNICIPALITY
INSPIRATION FROM OTHER NORDIC ISLAND SCHOOLS



WHAT IS NEEDED?

RENOVATION OR ADAPTATION OF SCHOOL SPACE
TEACHER RECRUITMENT AND FLEXIBLE STAFFING
MUNICIPAL PERMISSION AND CO-FINANCING
PARENT-STUDENT ASSOCIATION AND CO-MANAGEMENT MODEL
PILOT EDUCATION DESIGN AND PARTNERSHIPS WITH DIGITAL PLATFORMS



WHO IMPLEMENTS IT?

MUNICIPALITY OF STRÖMSTAD
FREIIA STUDENTS
PARENTS AND LOCAL ASSOCIATIONS
REGIONAL EDUCATION BODIES
CROSS-BORDER PARTNERS



WHEN IS IT FEASIBLE?

FEASIBILITY STUDY AND STAKEHOLDER PROCESS: AUTUMN 2025
BUILDING UPGRADE AND STAFFING: SPRING 2026
PILOT PROGRAM LAUNCH: AUTUMN 2026



EXPECTED IMPACTS

RETENTION AND ATTRACTION OF FAMILIES, MORE VIBRANT YEAR-ROUND POPULATION
LOCAL, RELEVANT, AND FUTURE-FACING LEARNING MODEL
NEW JOBS, MORE SUSTAINABLE SERVICE BASE
PRESERVATION AND ACTIVATION OF LOCAL KNOWLEDGE



RISK FACTORS AND MITIGATION

STRATEGIES

LOW ENROLLMENT → USE MULTI-AGE GROUP AND DIGITAL LEARNING MODEL
STAFFING CHALLENGES → FLEXIBLE TEACHER ROLE, HOUSING SUPPORT
MUNICIPAL BUDGET LIMITS → SEEK CO-FUNDING FROM REGION AND EU



POSSIBLE FUNDING OR BUSINESS

MODEL

EU INTERREG (EDUCATION, RURAL RESILIENCE)
SWEDISH REGIONAL DEVELOPMENT FUNDS
NATIONAL EDUCATION INNOVATION GRANTS
SHARED PUBLIC-PRIVATE FUNDING MODEL (LOCAL CO-OP, MUNICIPALITY)
INCOME FROM SHARED BUILDING USE (ADULT EDUCATION, EVENTS)



SUGGESTED NEXT

STEPS

PRESENT CONCEPT TO MUNICIPALITY OF STRÖMSTAD AND REGIONAL EDUCATION BOARD
ORGANIZE FEASIBILITY MEETING WITH PARENTS AND ASSOCIATIONS
DEVELOP SCHOOL MODEL BASED ON BLENDED LEARNING AND LOCAL CURRICULUM
EXPLORE CROSS-BORDER LEARNING PARTNERSHIPS
PREPARE PILOT LAUNCH FOR 2026-2027 ACADEMIC YEAR

Island: Koster (Sweden)

Title: **Reopening the Local School** – Revitalizing Island Life Through Education designed to support community revitalization, family retention, and year-round living on Koster by reopening and reimagining the local school as a flexible, community-centered learning hub.

1. Target group

Families with children, potential in-movers, current residents, seasonal workers with children, educators, local associations.

2. Problem and opportunity

The closure of the local school on Koster has made it more difficult for families to live year-round on the island, leading to population aging and fewer services. Children now commute by ferry to mainland schools, limiting flexibility and community connection. Reopening the school – not just as a traditional classroom, but as a multifunctional education and community hub – can re-anchor families and spark long-term vitality.

3. Your solution

Reopen the Koster school with a new model:

A small-scale, multi-age “Island Learning Hub” using digital blended learning

Focus on local knowledge, crafts, maritime and environmental education

Shared use of the building for after-school programs, adult education and community events

Exchange visits with other island schools in Norway, Sweden and Denmark

Operate with municipal approval and regional educational support

4. What already exists?

- Former school building and infrastructure
- Interest from young families and associations
- Digital education tools
- FREIIA collaboration with Strömstad Municipality
- Inspiration from other Nordic island schools

5. What is needed?

Renovation or adaptation of school space

Teacher recruitment and flexible staffing

Municipal permission and co-financing

Parent-student association and co-management model

Pilot education design and partnerships with digital platforms

6. Who implements it?

Municipality of Strömstad – education authority and facility owner
FREIIA students – concept development and co-design
Parents and local associations – governance and program support
Regional education bodies – regulatory and funding partner
Cross-border partners – for pedagogical exchange and model inspiration

7. When is it feasible?

Feasibility study and stakeholder process: Autumn 2025
Building upgrade and staffing: Spring 2026
Pilot program launch: Autumn 2026

8. Expected Impacts

Social: Retention and attraction of families, more vibrant year-round population
Educational: Local, relevant, and future-facing learning model
Economic: New jobs, more sustainable service base
Cultural: Preservation and activation of local knowledge

9. Risk Factors and Mitigation Strategies

Low enrollment → Use multi-age group and digital learning model
Staffing challenges → Flexible teacher role, housing support
Municipal budget limits → Seek co-funding from region and EU

10. Possible Funding or Business Model

EU Interreg (education, rural resilience)
Swedish regional development funds
National education innovation grants
Shared public-private funding model (local co-op, municipality)
Income from shared building use (adult education, events)

11. Suggested Next Steps

Present concept to Municipality of Strömstad and regional education board
Organize feasibility meeting with parents and associations
Develop school model based on blended learning and local curriculum
Explore cross-border learning partnerships
Prepare pilot launch for 2026–2027 academic year

Municipality's Facilitating Role (RUDDER Framework)

Leadership: Position school reopening as a core pillar of island resilience and repopulation; assign education innovation lead.

Connector: Link educators, families, students, and Nordic island school networks.

Facilitator / Creator: Enable regulatory flexibility, co-design process and pedagogical testing.

Provider: Offer building, support services, and digital infrastructure.

Ambassador: Promote the reopened school regionally and nationally as a rural innovation case.

Leverage / Capitalize: Use the school as a hub for broader Koster development and services.

Network Orbiting: Connect to other island education experiments in Sweden and the Nordics.

Procurement Trendsetter: Enable innovative contracts for shared education and community services.

Stakeholder	Role in project	Interest/Motivation
Students (FREIIA, HiØ, HIV)	Education concept development, stakeholder process	Place-based innovation, community impact
Municipality of Strömstad	Regulatory and facility owner, co-funder	Education equity, year-round livability
Local families and parents	Primary users and co-designers	Quality of life, reduced travel, community belonging
Teachers and pedagogical staff	Educators and model testers	Innovation, flexible work in meaningful setting
Local associations and cultural actors	Co-users of space, program partners	Strengthen services and cultural life
Nordic school partners	Exchange and model development partners	Cross-border learning and innovation

MARKETING KOSTER AS A WINTER DESTINATION FOR SCANDINAVIAN BUSINESSES

KOSTER



ISLAND & IDEA TITLE

KOSTER

MARKETING KOSTER AS A WINTER DESTINATION FOR SCANDINAVIAN BUSINESSES - SUSTAINABLE ENTREPRENEURSHIP PROPOSAL DESIGNED TO EXTEND THE TOURISM AND BUSINESS SEASON ON KOSTER



TARGET GROUP

SCANDINAVIAN COMPANIES
CREATIVE INDUSTRIES
SUSTAINABILITY STARTUPS
NGOS
UNIVERSITIES
BUSINESS ACCELERATORS



PROBLEM AND OPPORTUNITY

KOSTER HAS A HIGHLY SEASONAL ECONOMY, WITH MOST TOURISM CONCENTRATED IN THE SUMMER MONTHS
KOSTER CAN BE REBRANDED AS A PEACEFUL, INSPIRING WINTER DESTINATION FOR REFLECTION, COLLABORATION AND INNOVATION



SOLUTION

BRANDED PLATFORM: "KOSTER OFF-SEASON – ON PURPOSE"
PACKAGES FOR 2–4 DAY BUSINESS RETREATS (MEETING SPACE, NATURE IMMERSION, LOCAL FOOD, FACILITATION)
LOCAL HOSTS (CULTURAL ACTORS, ARTISANS, SUSTAINABILITY EXPERTS) INVOLVED IN PROGRAMMING



WHAT ALREADY EXISTS?

UNDERUSED INFRASTRUCTURE (HOUSES, LODGES, VENUES) DURING OFF-SEASON
STRONG ENVIRONMENTAL IDENTITY
LOCAL ACTORS WITH HOSPITALITY, CRAFTS AND OUTDOOR KNOWLEDGE
TOURISM STAKEHOLDERS OPEN TO INNOVATION



WHAT IS NEEDED?

BRAND AND VISUAL IDENTITY
PRODUCT DEVELOPMENT (PACKAGES, PRICING, LOGISTICS)
COORDINATION TEAM (STUDENTS, LOCAL PARTNERS)
DIGITAL MARKETING AND BOOKING PLATFORM
PILOT TEST PHASE WITH EARLY ADOPTER COMPANIES



WHO IMPLEMENTS IT?

STUDENTS (FREIA, HIØ)
LOCAL TOURISM BUSINESSES AND VENUE OWNERS
MUNICIPALITY OF STRÖMSTAD
FERRY OPERATORS AND REGIONAL TOURISM ACTORS
EXTERNAL BUSINESS NETWORKS AND INNOVATION HUBS



WHEN IS IT FEASIBLE?

BRAND AND PILOT DESIGN: AUTUMN 2025
PILOT RETREATS WITH 2–3 COMPANIES: WINTER 2026
OFFICIAL LAUNCH: AUTUMN 2026 WITH 2026/2027 WINTER CAMPAIGN



EXPECTED IMPACTS

YEAR-ROUND INCOME FOR LOCAL BUSINESSES
HIGHER WINTER EMPLOYMENT AND SOCIAL ACTIVITY
SUSTAINABLE TOURISM MODEL WITH LOW FOOTPRINT
STUDENTS GAIN REAL-WORLD EXPERIENCE IN DESTINATION AND SERVICE DESIGN



RISK FACTORS AND MITIGATION

STRATEGIES

WEATHER DISRUPTION → FOCUS ON INDOOR-OUTDOOR HYBRID ACTIVITIES, FLEXIBLE LOGISTICS
LOW DEMAND → START WITH NICHE SECTORS (CREATIVE INDUSTRIES, ACADEMIA)
LOCAL CAPACITY → COORDINATE SEASONAL REOPENINGS WITH PILOT CALENDAR



POSSIBLE FUNDING OR BUSINESS

MODEL

EU INTERREG (SUSTAINABLE TOURISM, SEASONAL INNOVATION)
SWEDISH BUSINESS DEVELOPMENT PROGRAMS
PACKAGE-BASED PRICING (COMPANIES PAY FOR ALL-IN-ONE EXPERIENCE)
SPONSORSHIPS AND PARTNERSHIPS (OUTDOOR BRANDS, FOOD PRODUCERS)



SUGGESTED NEXT

STEPS

PRESENT CONCEPT TO MUNICIPALITY OF STRÖMSTAD AND VISIT KOSTER
DEVELOP BRANDING AND RETREAT FORMATS WITH LOCAL BUSINESSES
IDENTIFY 2–3 PILOT COMPANIES FOR WINTER 2026
TRAIN STUDENTS AND LOCAL HOSTS IN FACILITATION
LAUNCH BOOKING WEBSITE AND PROMOTIONAL CAMPAIGN

Island: Koster (Sweden)

Title: **Marketing Koster as a Winter Destination for Scandinavian Businesses - Sustainable entrepreneurship proposal** designed to extend the tourism and business season on Koster by positioning the island as a unique winter destination for work retreats, strategic seminars, and creative business innovation.

1. Target group

Scandinavian companies, creative industries, sustainability startups, NGOs, universities, business accelerators.

2. Problem and opportunity

Koster has a highly seasonal economy, with most tourism concentrated in the summer months. Many venues, restaurants and services shut down in the off-season, resulting in reduced income and underutilized infrastructure. Meanwhile, the demand for off-site work retreats and nature-based strategic getaways is growing in the Nordic business sector. Koster can be rebranded as a peaceful, inspiring winter destination for reflection, collaboration and innovation.

3. Your solution

Develop a winter business destination concept for Koster:

Branded platform: "Koster Off-Season – On Purpose"

Packages for 2–4 day business retreats (meeting space, nature immersion, local food, facilitation)

Local hosts (cultural actors, artisans, sustainability experts) involved in programming

Collaboration with ferry operators, accommodation providers and venues

Targeted marketing to Scandinavian businesses and universities

Students act as experience designers, facilitators and brand ambassadors

4. What already exists?

- Underused infrastructure (houses, lodges, venues) during off-season
- Strong environmental identity (Kosterhavet National Park)
- Local actors with hospitality, crafts and outdoor knowledge
- Tourism stakeholders open to innovation
- Positive outcomes from FREIIA workshops (V1/V2)

5. What is needed?

Brand and visual identity

Product development (packages, pricing, logistics)

Coordination team (students, local partners)

Digital marketing and booking platform

Pilot test phase with early adopter companies

6. Who implements it?

Students (FREIIA, HiØ) – research, branding, pilot design and facilitation
Local tourism businesses and venue owners – hosts and service providers
Municipality of Strömstad – strategic facilitator
Ferry operators and regional tourism actors – partners and promoters
External business networks and innovation hubs – customers and co-developers

7. When is it feasible?

Brand and pilot design: Autumn 2025
Pilot retreats with 2–3 companies: Winter 2026
Official launch: Autumn 2026 with 2026/2027 winter campaign

8. Expected Impacts

Economic: Year-round income for local businesses
Social: Higher winter employment and social activity
Environmental: Sustainable tourism model with low footprint
Educational: Students gain real-world experience in destination and service design

9. Risk Factors and Mitigation Strategies

Weather disruption → Focus on indoor-outdoor hybrid activities, flexible logistics
Low demand → Start with niche sectors (creative industries, academia)
Local capacity → Coordinate seasonal reopenings with pilot calendar

10. Possible Funding or Business Model

EU Interreg (sustainable tourism, seasonal innovation)
Swedish business development programs
Package-based pricing (companies pay for all-in-one experience)
Sponsorships and partnerships (outdoor brands, food producers)

11. Suggested Next Steps

Present concept to Municipality of Strömstad and Visit Koster
Develop branding and retreat formats with local businesses
Identify 2–3 pilot companies for winter 2026
Train students and local hosts in facilitation
Launch booking website and promotional campaign

Municipality's Facilitating Role (RUDDER Framework)

Leadership: Define off-season innovation tourism as strategic goal; assign municipal tourism liaison.

Connector: Bring together students, ferry providers, venue owners, and employers.

Facilitator / Creator: Support product development, permit coordination and scheduling.

Provider: Assist with infrastructure access, marketing channels, and event promotion.

Ambassador: Promote the Koster winter concept in regional, national and EU tourism networks.

Leverage / Capitalize: Use success of pilot program to boost island economy and visibility.

Network Orbiting: Link Koster with other Nordic and EU business retreat destinations.

Procurement Trendsetter: Enable flexible contracts and co-designed service packages.

Stakeholder	Role in project	Interest/Motivation
Students (FREIIA, HiØ, HIV)	Concept design, brand development, facilitation	Learning, innovation, island entrepreneurship
Local business owners	Hosts, service providers, co-creators	Income, visibility, off-season activity
Municipality of Strömstad	Strategic facilitator and promoter	Economic diversification, sustainable tourism
Ferry and transport providers	Package partners and logistics enablers	Year-round usage and revenue
External companies and networks	Customers and co-designers	Nature-based collaboration experiences
Tourism and marketing actors	Campaign partners and amplifiers	Destination development, narrative expansion

ADD MORE RECYCLING STATIONS, ENGAGE THE COMMUNITY

GROIX



ISLAND & IDEA TITLE

GROIX

ADD MORE RECYCLING STATIONS, ENGAGE THE COMMUNITY - ENGAGE THE COMMUNITY THROUGH AWARENESS CAMPAIGNS AND SEASONAL CONTESTS, AND IMPROVE COORDINATION WITH LOCAL SERVICES.



TARGET GROUP

LOCAL RESIDENTS AND FAMILIES
SCHOOLS AND YOUTH ORGANIZATIONS
LOCAL BUSINESSES AND HOSPITALITY SECTOR
WASTE MANAGEMENT SERVICES
TOURISTS AND SEASONAL VISITORS
MUNICIPALITY AND PUBLIC AUTHORITIES



PROBLEM AND OPPORTUNITY

DESPITE EXISTING RECYCLING SERVICES, THERE IS ROOM TO IMPROVE PARTICIPATION RATES AND DIVERSIFY WASTE SORTING ON GROIX
REDUCE WASTE STREAMS, IMPROVE SORTING QUALITY, AND POSITION ITSELF AS A MODEL FOR ISLAND CIRCULARITY



SOLUTION

IMPLEMENT A COMPREHENSIVE PROGRAM COMBINING PHYSICAL INFRASTRUCTURE EXPANSION AND COMMUNITY MOBILIZATION



WHAT ALREADY EXISTS?

WASTE MANAGEMENT AND RECYCLING COLLECTION SYSTEMS
ENVIRONMENTAL ASSOCIATIONS INVOLVED IN COASTAL CLEAN-UPS AND AWARENESS CAMPAIGNS
GROWING REGIONAL AND NATIONAL FOCUS ON WASTE REDUCTION
TOURISM INFRASTRUCTURE WITH HIGH VISITOR FOOTFALL DURING PEAK SEASONS
COMMUNITY PRIDE IN ISLAND STEWARDSHIP AND CONSERVATION



WHAT IS NEEDED?

APPROX. €35,000 STARTUP BUDGET
SUPPORT FOR SITE PERMISSIONS AND ONGOING OPERATIONAL COORDINATION PARTNERSHIPS
SPONSORSHIPS FROM LOCAL BUSINESSES FOR CONTEST PRIZES AND PROMOTION
DEVELOPMENT OF MULTILINGUAL AWARENESS MATERIALS



WHO IMPLEMENTS IT?

FREIJA AND PARTNER UNIVERSITY STUDENTS
MUNICIPALITY OF GROIX
WASTE MANAGEMENT COMPANIES
ENVIRONMENTAL NGOS
LOCAL SCHOOLS, BUSINESSES, AND TOURISM STAKEHOLDERS



WHEN IS IT FEASIBLE?

PLANNING & STAKEHOLDER ENGAGEMENT: OCTOBER 2025 – JANUARY 2026
INFRASTRUCTURE INSTALLATION: FEBRUARY – MARCH 2026
CAMPAIGN LAUNCH: APRIL 2026 (AHEAD OF TOURIST SEASON)
FIRST CONTEST SEASON: SUMMER 2026
EVALUATION & SCALING: AUTUMN 2026



EXPECTED IMPACTS

COST SAVINGS FROM BETTER WASTE SORTING, JOB CREATION
STRONGER COMMUNITY PRIDE, YOUTH INVOLVEMENT, COLLECTIVE RESPONSIBILITY
REDUCED WASTE LEAKAGE, IMPROVED RECYCLING RATES, ENHANCED ISLAND IMAGE
LONG-TERM BEHAVIORAL CHANGE, SUSTAINABILITY



RISK FACTORS AND MITIGATION

STRATEGIES

LOW PARTICIPATION → INCENTIVE STRUCTURES, CONTINUOUS COMMUNITY OUTREACH
INCONSISTENT SORTING BEHAVIOR → SIMPLIFIED MULTILINGUAL SIGNAGE AND EDUCATION
OPERATIONAL COMPLEXITY → CLEAR ROLES AND COORDINATION AGREEMENTS WITH WASTE OPERATORS
FUNDING GAPS → COMBINE PUBLIC FUNDING, BUSINESS SPONSORSHIP, AND EU GRANTS



POSSIBLE FUNDING OR BUSINESS

MODEL

EU INTERREG OR LIFE PROGRAM GRANTS
NATIONAL FRENCH WASTE AND CIRCULAR ECONOMY FUNDS
LOCAL BUSINESS SPONSORSHIP (RETAILERS, HOSPITALITY SECTOR)
TOURISM BOARD CONTRIBUTIONS
EVENT-BASED FUNDRAISING (COMMUNITY FAIRS, CLEAN-UP EVENTS)



SUGGESTED NEXT

STEPS

PRESENT CONCEPT TO MUNICIPALITY, WASTE OPERATORS, AND LOCAL ASSOCIATIONS
CONDUCT PUBLIC CONSULTATION WORKSHOPS TO DEFINE LOCATIONS AND CONTEST FORMATS
DESIGN MULTILINGUAL COMMUNICATION MATERIALS
SECURE SPONSORSHIPS AND FUNDING COMMITMENTS
INSTALL FIRST WAVE OF NEW RECYCLING STATIONS BEFORE PEAK 2026 SEASON

Island: Groix (France)

Title: **Add More Recycling Stations, Engage the Community** - engage the community through awareness campaigns and seasonal contests, and improve coordination with local services.

1. Target group

Local residents and families. Schools and youth organizations. Local businesses and hospitality sector. Waste management services. Tourists and seasonal visitors. Municipality and public authorities.

2. Problem and Opportunity

Despite existing recycling services, there is room to improve participation rates and diversify waste sorting on Groix. Many residents and visitors lack awareness or motivation to fully engage in proper recycling practices. Seasonal tourism adds waste pressure. By expanding recycling infrastructure and launching creative community engagement programs, Groix can significantly reduce waste streams, improve sorting quality, and position itself as a model for island circularity.

3. Solution

Implement a comprehensive program combining physical infrastructure expansion and community mobilization:

- Install additional recycling stations at key locations (beaches, markets, ferry terminals, public spaces).
- Launch seasonal recycling contests and reward programs involving schools, businesses, and residents.
- Organize awareness campaigns through local media, events, and social platforms.
- Strengthen coordination between municipality, waste operators, and community groups for consistent messaging and operations.
- Provide education materials in multiple languages to engage tourists and visitors.

4. What already exists?

- Existing municipal waste management and recycling collection systems.
- Active environmental associations involved in coastal clean-ups and awareness campaigns.
- Growing regional and national policy focus on waste reduction (e.g. France's anti-waste and circular economy law).
- Tourism infrastructure with high visitor footfall during peak seasons.
- Community pride in island stewardship and conservation.

5. What is needed?

Approx. €35,000 startup budget (bins, signage, campaign materials, staff coordination)

Municipality support for site permissions and ongoing operational coordination

Partnerships with schools, environmental NGOs, and tourism boards

Sponsorships from local businesses for contest prizes and promotion

Development of multilingual awareness materials

6. Who implements it?

FREIIA and partner university students (program design, campaign creation)

Municipality of Groix (infrastructure installation, service coordination)

Waste management companies (collection, monitoring, logistics)

Environmental NGOs (education content, volunteer mobilization)

Local schools, businesses, and tourism stakeholders (contest participation and promotion)

7. When is it feasible

Planning & Stakeholder Engagement: October 2025 – January 2026

Infrastructure Installation: February – March 2026

Campaign Launch: April 2026 (ahead of tourist season)

First Contest Season: Summer 2026

Evaluation & Scaling: Autumn 2026

8. Expected Impacts

Economic: Cost savings from better waste sorting, potential job creation in recycling services

Social: Stronger community pride, youth involvement, collective responsibility

Environmental: Reduced waste leakage, improved recycling rates, enhanced island image

Educational: Long-term behavioral change, sustainability learning for residents and tourists

9. Risk Factors and Mitigation Strategies

Low participation → Incentive structures, continuous community outreach

Inconsistent sorting behavior → Simplified multilingual signage and education

Operational complexity → Clear roles and coordination agreements with waste operators

Funding gaps → Combine public funding, business sponsorship, and EU grants

10. Possible Funding or Business Model

EU Interreg or LIFE program grants
 National French waste and circular economy funds
 Local business sponsorship (retailers, hospitality sector)
 Tourism board contributions
 Event-based fundraising (community fairs, clean-up events)

11. Suggested Next Steps

Present concept to municipality, waste operators, and local associations
 Conduct public consultation workshops to define locations and contest formats
 Design multilingual communication materials
 Secure sponsorships and funding commitments
 Install first wave of new recycling stations before peak 2026 season

Municipality’s Facilitating Role (RUDDER Framework)

Leadership: Assign a municipal waste innovation officer to oversee coordination.

Connector: Link businesses, schools, NGOs, and service providers into joint planning teams.

Facilitator / Creator: Support public co-design sessions for station placement and contest formats.

Provider: Allocate public spaces, assist with procurement, and offer matching funds.

Ambassador: Promote Groix’s circular leadership at regional and national forums.

Leverage / Capitalize: Use the program to strengthen Groix’s brand as a sustainable island destination.

Network Orbiting: Connect with other European islands implementing advanced recycling programs.

Procurement Trendsetter: Apply circularity criteria to municipal contracts for waste services.

Stakeholder	Role in project	Interest / Motivation
Students (FREIA, partner universities)	Program design, awareness creation	Practical project experience, environmental leadership
Municipality of Groix	Strategic owner, funder, operator	Waste reduction, circular leadership, community well-
Waste management companies	Collection, monitoring, reporting	Operational efficiency, service quality improvement
Local businesses and tourism sector	Contest sponsors, campaign partners	Positive visibility, tourist satisfaction, corporate
Environmental NGOs	Education content, volunteer mobilization	Conservation advocacy, behavioral change promotion
Schools and youth organizations	Contest participants, community engagement	Learning opportunities, sustainability mindset
Residents and tourists	Active participants, campaign audience	Cleaner environment, community pride, participation

BIKE INFRASTRUCTURE, ECO TRANSPORT, FERRY ACCESS

GROIX



ISLAND & IDEA TITLE

GROIX

BIKE INFRASTRUCTURE, ECO TRANSPORT, FERRY ACCESS
- DEVELOP BETTER BIKE INFRASTRUCTURE, PROMOTE
ECO-FRIENDLY TRANSPORT, AND MAKE FERRY ACCESS
MORE EFFICIENT.



TARGET GROUP

LOCAL RESIDENTS AND COMMUTERS
TOURISTS AND SEASONAL VISITORS.
LOCAL BUSINESSES
MUNICIPALITY AND REGIONAL TRANSPORT
AUTHORITIES
ENVIRONMENTAL ORGANIZATIONS



PROBLEM AND OPPORTUNITY

CURRENT MOBILITY SOLUTIONS ON GROIX HEAVILY DEPEND
ON CARS, ESPECIALLY DURING PEAK TOURISM SEASONS,
CONTRIBUTING TO CONGESTION, EMISSIONS, AND STRESS
ON LIMITED ISLAND INFRASTRUCTURE
CAN BECOME A LEADING MODEL FOR SUSTAINABLE ISLAND
MOBILITY



SOLUTION

DEVELOP AN INTEGRATED SUSTAINABLE MOBILITY HUB
THAT COMBINES PHYSICAL INFRASTRUCTURE UPGRADES
AND BEHAVIORAL INCENTIVES



WHAT ALREADY EXISTS?

FERRY SERVICES CONNECTING GROIX TO MAINLAND
LIMITED BUT GROWING BIKE RENTAL SERVICES FOR TOURISTS.
AWARENESS OF ENVIRONMENTAL IMPACT FROM CAR
DEPENDENCY.
REGIONAL STRATEGIES PROMOTING SUSTAINABLE TRANSPORT
ACTIVE ENVIRONMENTAL GROUPS ADVOCATING FOR REDUCED
EMISSIONS AND SUSTAINABLE ISLAND LIVING



WHAT IS NEEDED?

APPROX. €150,000 STARTUP BUDGET
PARTNERSHIPS
MUNICIPALITY SUPPORT FOR PERMITS, INFRASTRUCTURE
INVESTMENTS, AND POLICY ALIGNMENT
SPONSORSHIPS FROM TOURISM BUSINESSES AND ECO-
TRANSPORT BRANDS
DIGITAL PLATFORM FOR INTEGRATED BOOKING AND INFORMATION



WHO IMPLEMENTS IT?

FREJIA AND PARTNER UNIVERSITY STUDENTS
MUNICIPALITY OF GROIX
REGIONAL TRANSPORT AUTHORITIES
PRIVATE MOBILITY COMPANIES
ENVIRONMENTAL NGOS
LOCAL BUSINESSES AND TOURISM OPERATORS



WHEN IS IT FEASIBLE?

FEASIBILITY STUDY & STAKEHOLDER ENGAGEMENT: NOVEMBER
2025 – MARCH 2026
INFRASTRUCTURE DEVELOPMENT: SPRING 2026
BIKE-SHARING PILOT LAUNCH: SUMMER 2026
FULL SYSTEM INTEGRATION & EVALUATION: AUTUMN 2026



EXPECTED IMPACTS

ECO-TOURISM, CREATE LOCAL JOBS, SUPPORT MOBILITY
SECTOR INNOVATION
ACCESSIBILITY, QUALITY OF LIFE, & PUBLIC HEALTH THROUGH
ACTIVE TRANSPORT
CAR DEPENDENCY, LOWER EMISSIONS, PRESERVE ISLAND
ECOSYSTEM



RISK FACTORS AND MITIGATION

STRATEGIES

LOW USER ADOPTION → INCENTIVE PROGRAMS,
INITIAL FREE TRIAL PERIODS, STRONG COMMUNICATION
CAMPAIGNS
TECHNICAL FAILURES (BIKE-SHARING SYSTEM) →
PARTNER WITH EXPERIENCED OPERATORS, ENSURE
ROBUST MAINTENANCE CONTRACTS
SEASONAL IMBALANCE → ADJUST CAPACITY BASED
ON DEMAND FORECASTS, FLEXIBLE FLEET SIZING
FUNDING GAPS → COMBINE EU, REGIONAL, PRIVATE,
AND TOURISM-BASED REVENUE STREAMS



POSSIBLE FUNDING OR BUSINESS

MODEL

EU INTERREG OR HORIZON EUROPE MOBILITY INNOVATION
GRANTS
FRENCH NATIONAL TRANSPORT SUSTAINABILITY FUNDS
CORPORATE PARTNERSHIPS WITH MOBILITY BRANDS (E-BIKE
MANUFACTURERS, ENERGY PROVIDERS)
MUNICIPAL INVESTMENT WITH LONG-TERM TOURISM TAX
REVENUES
SUBSCRIPTION FEES FOR BIKE-SHARING AND DIGITAL MOBILITY
SERVICES



SUGGESTED NEXT

STEPS

PRESENT CONCEPT TO MUNICIPALITY, REGIONAL AUTHORITIES,
AND FERRY OPERATORS
CONDUCT COMMUNITY MOBILITY SURVEY TO GATHER RESIDENT
AND TOURIST INPUT
LAUNCH DESIGN COMPETITION FOR BIKE-SHARING BRANDING
AND USER EXPERIENCE
SECURE INFRASTRUCTURE CO-FUNDING AGREEMENTS
BEGIN INFRASTRUCTURE UPGRADES AND DIGITAL PLATFORM
DEVELOPMENT
LAUNCH PILOT PROGRAM FOR SUMMER 2026

Island: Groix (France)

Title: **Bike Infrastructure, Eco Transport, Ferry Access** - Develop better bike infrastructure, promote eco-friendly transport, and make ferry access more efficient.

1. Target group

Local residents and commuters. Tourists and seasonal visitors. Local businesses (tourism, transport, hospitality). Municipality and regional transport authorities. Environmental organizations.

2. Problem and Opportunity

Current mobility solutions on Groix heavily depend on cars, especially during peak tourism seasons, contributing to congestion, emissions, and stress on limited island infrastructure. The existing ferry service can experience inefficiencies in capacity and coordination. By improving bike infrastructure, enhancing ferry access, and promoting eco-friendly transport options, Groix can become a leading model for sustainable island mobility.

3. Solution

Develop an integrated Sustainable Mobility Hub that combines physical infrastructure upgrades and behavioral incentives:

- Expand and modernize bike lanes and secure parking facilities across the island.
- Introduce an electric bike-sharing system for residents and tourists.
- Improve ferry access through optimized scheduling, digital booking, and efficient boarding procedures.
- Promote public awareness campaigns encouraging eco-transport adoption.
- Coordinate with regional authorities to improve multimodal connections (bus-ferry-bike integration).

4. What already exists?

- Existing ferry services connecting Groix to mainland Lorient.
- Limited but growing bike rental services for tourists.
- Community awareness of environmental impact from car dependency.
- French regional strategies promoting sustainable transport (Plan de Mobilité Durable).
- Active environmental groups advocating for reduced emissions and sustainable island living.

5. What is needed?

Approx. €150,000 startup budget (bike infrastructure upgrades, bike-sharing system, digital platforms)

Partnerships with ferry operators, regional transport agencies, and mobility providers

Municipality support for permits, infrastructure investments, and policy alignment

Sponsorships from tourism businesses and eco-transport brands

Digital platform for integrated booking and route information

6. Who implements it?

FREIIA and partner university students (project development, data analysis, platform design)

Municipality of Groix (infrastructure planning, regulatory support, coordination)

Regional transport authorities (ferry operations, funding alignment)

Private mobility companies (bike-sharing, e-transport solutions)

Environmental NGOs (public awareness, sustainability advocacy)

Local businesses and tourism operators (partnerships, incentives)

7. When is it feasible

Feasibility Study & Stakeholder Engagement: November 2025 – March 2026

Infrastructure Development: Spring 2026

Bike-sharing Pilot Launch: Summer 2026

Full System Integration & Evaluation: Autumn 2026

8. Expected Impacts

Economic: Boost eco-tourism, create local jobs, support mobility sector innovation

Social: Improve accessibility, quality of life, and public health through active transport

Environmental: Reduce car dependency, lower emissions, preserve island ecosystem

Educational: Offer real-world sustainable mobility case studies for students and visitors

9. Risk Factors and Mitigation Strategies

Low user adoption → Incentive programs, initial free trial periods, strong communication campaigns

Technical failures (bike-sharing system) → Partner with experienced operators, ensure robust maintenance contracts

Seasonal imbalance → Adjust capacity based on demand forecasts, flexible fleet sizing

Funding gaps → Combine EU, regional, private, and tourism-based revenue streams

10. Possible Funding or Business Model

- EU Interreg or Horizon Europe mobility innovation grants
- French national transport sustainability funds
- Corporate partnerships with mobility brands (e-bike manufacturers, energy providers)
- Municipal investment with long-term tourism tax revenues
- Subscription fees for bike-sharing and digital mobility services

11. Suggested Next Steps

- Present concept to municipality, regional authorities, and ferry operators
- Conduct community mobility survey to gather resident and tourist input
- Launch design competition for bike-sharing branding and user experience
- Secure infrastructure co-funding agreements
- Begin infrastructure upgrades and digital platform development
- Launch pilot program for summer 2026

Municipality's Facilitating Role (RUDDER Framework)

Leadership: Assign a municipal sustainable mobility coordinator for cross-sector integration.

Connector: Facilitate agreements between ferry operators, bike providers, businesses, and regulators.

Facilitator / Creator: Organize design charrettes and public planning sessions.

Provider: Allocate public space for bike infrastructure and provide seed funding.

Ambassador: Position Groix as a European leader in sustainable island mobility.

Leverage / Capitalize: Use the system to attract sustainable tourism and academic partnerships.

Network Orbiting: Join European sustainable island mobility networks for knowledge sharing.

Procurement Trendsetter: Include green mobility criteria in municipal procurement standards.

Stakeholder	Role in project	Interest / Motivation
Students (FREIIA, partner universities)	Data analysis, design, platform development	Practical skills, sustainability innovation
Municipality of Groix	Owner, facilitator, funder	Sustainable development, reduced congestion, improved
Ferry operators and regional transport agencies	Operational partners, integration planners	Efficient service, customer satisfaction, coordination
Private mobility providers	Bike-sharing, e-transport solutions	Market expansion, brand visibility
Environmental NGOs	Public education, advocacy	Emissions reduction, ecological protection
Local businesses and tourism sector	Incentive partners, service integration	Tourist satisfaction, brand positioning, increased revenue
Residents and tourists	Users, participants, feedback providers	Convenience, lower costs, environmental benefits

MARKETING LOCAL PRODUCTS & TOURISM

GROIX



ISLAND & IDEA TITLE

GROIX

MARKETING LOCAL PRODUCTS & TOURISM - BOOST VISIBILITY OF LOCAL PRODUCTS THROUGH MARKETING AND BETTER INTEGRATION WITH TOURISM.



TARGET GROUP

LOCAL PRODUCERS (FOOD, CRAFTS, ART, COSMETICS)
TOURISM OPERATORS AND ACCOMMODATION PROVIDERS
VISITORS AND TOURISTS
MUNICIPALITY AND REGIONAL TOURISM BOARDS
LOCAL ASSOCIATIONS AND MARKETING AGENCIES



PROBLEM AND OPPORTUNITY

MANY OF GROIX'S HIGH-QUALITY LOCAL PRODUCTS REMAIN UNDER-PROMOTED AND DISCONNECTED FROM THE TOURISM EXPERIENCE
CAN SUPPORT SMALL BUSINESSES, ENRICH VISITOR EXPERIENCE, AND PROMOTE SUSTAINABLE ECONOMIC DEVELOPMENT



SOLUTION

DEVELOP A LOCAL PRODUCT & TOURISM INTEGRATION CAMPAIGN



WHAT ALREADY EXISTS?

DIVERSE RANGE OF LOCAL PRODUCERS
TOURISM OFFICES AND SEASONAL EVENTS DRAWING THOUSANDS OF VISITORS ANNUALLY
LOCAL PRIDE IN ISLAND-MADE GOODS AND TRADITIONS
SOME EXISTING INITIATIVES BUT NOT UNIFIED OR WIDELY PROMOTED
REGIONAL INTEREST IN TERROIR BRANDING AND SUSTAINABLE LOCAL ECONOMIES



WHAT IS NEEDED?

APPROX. €45,000 STARTUP BUDGET
DESIGN AND LAUNCH OF A UNIFIED "MADE IN GROIX" LABEL
PARTNERSHIPS WITH LOCAL PRODUCERS, FERRY OPERATORS, AND HOSPITALITY SECTOR
DIGITAL AND PRINT CONTENT CREATION IN MULTIPLE LANGUAGES
INFRASTRUCTURE FOR REGULAR PRODUCER-TOURIST CONTACT POINTS



WHO IMPLEMENTS IT?

FREIJA AND PARTNER UNIVERSITY STUDENTS
MUNICIPALITY OF GROIX
LOCAL PRODUCERS AND COOPERATIVES
TOURISM BOARD AND ACCOMMODATION PROVIDERS
REGIONAL MARKETING EXPERTS AND NGOS



WHEN IS IT FEASIBLE?

CO-DESIGN & MAPPING: OCTOBER 2025 – JANUARY 2026
BRAND LAUNCH & MATERIALS ROLL-OUT: SPRING 2026
INTEGRATION WITH TOURISM SEASON: SUMMER 2026
MARKET ACTIVATION & EVALUATION: AUTUMN 2026



EXPECTED IMPACTS

INCREASED INCOME FOR LOCAL PRODUCERS
STRENGTHENED COMMUNITY IDENTITY AND PRIDE, INTERGENERATIONAL ENGAGEMENT
PROMOTION OF LOW-IMPACT, ISLAND-SOURCED GOODS
AWARENESS ABOUT SUSTAINABILITY AND ISLAND HERITAGE THROUGH STORYTELLING



RISK FACTORS AND MITIGATION

STRATEGIES

LOW TOURIST UPTAKE → FOCUSED PROMOTION AT ENTRY POINTS (FERRY, ACCOMMODATIONS)
PRODUCER RELUCTANCE → EARLY CO-DESIGN AND CAPACITY-BUILDING WORKSHOPS
BRANDING INCONSISTENCY → UNIFIED GUIDELINES AND VISUAL IDENTITY MANAGEMENT
SEASONALITY CHALLENGES → EXTEND PRODUCT VISIBILITY THROUGH DIGITAL SALES AND OFF-SEASON OFFERS



POSSIBLE FUNDING OR BUSINESS

MODEL

EU RURAL DEVELOPMENT AND CIRCULAR ECONOMY GRANTS
FRENCH REGIONAL CULTURAL AND TOURISM FUNDS
PRODUCER COOPERATIVE MEMBERSHIP FEES
EVENT-BASED REVENUES AND MERCHANDISING
LOCAL SPONSORSHIPS (BANKS, FERRY COMPANIES, TOURISM OFFICES)



SUGGESTED NEXT

STEPS

HOST A PRODUCER ROUNDTABLE TO CO-CREATE THE "MADE IN GROIX" CONCEPT
DESIGN BRAND AND STORYTELLING FRAMEWORK WITH STUDENT INPUT
MAP PRODUCER LOCATIONS AND CREATE PILOT MARKETING CONTENT
LAUNCH BRAND WITH AN ISLAND-WIDE MARKET EVENT IN SPRING 2026
EVALUATE TOURIST REACH AND PRODUCER SATISFACTION AFTER SUMMER SEASON

Island: Groix (France)

Title: **Marketing Local Products & Tourism** - Boost visibility of local products through marketing and better integration with tourism.

1. Target group

Local producers (food, crafts, art, cosmetics). Tourism operators and accommodation providers. Visitors and tourists. Municipality and regional tourism boards. Local associations and marketing agencies.

2. Problem and Opportunity

Many of Groix's high-quality local products remain under-promoted and disconnected from the tourism experience. Tourists often miss out on the opportunity to engage with authentic, sustainable island products. By improving the visibility, accessibility, and storytelling around these products, the island can support small businesses, enrich visitor experience, and promote sustainable economic development.

3. Solution

Develop a Local Product & Tourism Integration Campaign, including:

- Creation of a unified brand and label for Groix's sustainable, locally-made products.
- Design of marketing materials (maps, guides, digital platforms) showcasing product stories and producer locations.
- Integration of local products into tourism offers (e.g., welcome baskets, guided tasting tours, product-themed excursions).
- Collaboration with ferry services, accommodations, and tourism offices for distribution.
- Seasonal local markets and events where tourists can meet producers and buy directly.

4. What already exists?

- Diverse range of local producers (seaweed-based cosmetics, seafood, crafts, honey, art)
- Tourism offices and seasonal events drawing thousands of visitors annually
- Local pride in island-made goods and traditions
- Some existing initiatives (e.g. local markets, boutique sales) but not unified or widely promoted
- Regional interest in terroir branding and sustainable local economies

5. What is needed?

Approx. €45,000 startup budget (branding, marketing materials, event logistics)
Design and launch of a unified “Made in Groix” label
Partnerships with local producers, ferry operators, and hospitality sector
Digital and print content creation in multiple languages
Infrastructure for regular producer-tourist contact points (markets, kiosks, tours)

6. Who implements it?

FREIIA and partner university students (branding, mapping, campaign design)
Municipality of Groix (strategic coordination, funding, logistics support)
Local producers and cooperatives (content, product displays, storytelling)
Tourism board and accommodation providers (distribution and outreach)
Regional marketing experts and NGOs (training, evaluation)

7. When is it feasible

Co-Design & Mapping: October 2025 – January 2026
Brand Launch & Materials Roll-Out: Spring 2026
Integration with Tourism Season: Summer 2026
Market Activation & Evaluation: Autumn 2026

8. Expected Impacts

Economic: Increased income for local producers, diversified tourism economy
Social: Strengthened community identity and pride, intergenerational engagement
Environmental: Promotion of low-impact, island-sourced goods
Educational: Awareness about sustainability and island heritage through storytelling

9. Risk Factors and Mitigation Strategies

Low tourist uptake → Focused promotion at entry points (ferry, accommodations)
Producer reluctance → Early co-design and capacity-building workshops
Branding inconsistency → Unified guidelines and visual identity management
Seasonality challenges → Extend product visibility through digital sales and off-season offers

10. Possible Funding or Business Model

EU rural development and circular economy grants
French regional cultural and tourism funds
Producer cooperative membership fees
Event-based revenues and merchandising
Local sponsorships (banks, ferry companies, tourism offices)

11. Suggested Next Steps

- Host a producer roundtable to co-create the “Made in Groix” concept
- Design brand and storytelling framework with student input
- Map producer locations and create pilot marketing content
- Launch brand with an island-wide market event in Spring 2026
- Evaluate tourist reach and producer satisfaction after summer season

Municipality’s Facilitating Role (RUDDER Framework)

- Leadership:** Appoint a municipal lead on local economic development and branding.
- Connector:** Unite producers, tourism sector, and marketing agencies under one initiative.
- Facilitator / Creator:** Support co-creation workshops and storytelling sessions.
- Provider:** Offer seed funding, event space, and municipal branding support.
- Ambassador:** Promote Groix’s local identity through tourism channels and regional networks.
- Leverage / Capitalize:** Use the campaign to attract media, tourists, and future investment.
- Network Orbiting:** Link Groix to regional and European networks of local product promotion.
- Procurement Trendsetter:** Prioritize local sourcing in municipal events and services.

Stakeholder	Role in project	Interest / Motivation
Students (FREIIA, partner universities)	Brand development, mapping, campaign design	Creativity, entrepreneurship, regional value creation
Municipality of Groix	Strategic owner, facilitator, funder	Local economic development, cultural pride
Local producers and cooperatives	Content providers, event participants	Visibility, increased sales, sustainable livelihoods
Tourism board and accommodation sector	Promotion, integration with tourism services	Tourist satisfaction, added value experiences
Ferry operators and local businesses	Distribution partners, sponsors	Brand visibility, positive traveler engagement
Regional marketing agencies and NGOs	Training, monitoring, strategy input	Regional economic promotion, sustainability alignment
Visitors and tourists	Consumers, experience seekers	Authenticity, unique souvenirs, connection to place

REGULAR MEETINGS BETWEEN RESIDENTS AND STAKEHOLDERS

GROIX



ISLAND & IDEA TITLE

GROIX

REGULAR MEETINGS BETWEEN RESIDENTS AND STAKEHOLDERS - HOLD REGULAR MEETINGS BETWEEN RESIDENTS AND STAKEHOLDERS, AND USE SOCIAL MEDIA TO KEEP PEOPLE INFORMED AND INVOLVED.



TARGET GROUP

LOCAL RESIDENTS AND COMMUNITY MEMBERS
MUNICIPAL REPRESENTATIVES AND PUBLIC AUTHORITIES
LOCAL BUSINESSES AND PRODUCERS
ENVIRONMENTAL ORGANIZATIONS AND NGOS
TOURISM AND TRANSPORT STAKEHOLDERS
YOUTH AND STUDENT GROUPS



PROBLEM AND OPPORTUNITY

GROIX'S DEVELOPMENT AND SUSTAINABILITY INITIATIVES REQUIRE ACTIVE COMMUNITY PARTICIPATION AND TRANSPARENT COMMUNICATION BETWEEN DIVERSE STAKEHOLDERS
A TRANSPARENT, REGULAR DIALOGUE PLATFORM WITH STRONG DIGITAL SUPPORT WILL FOSTER TRUST, INCLUSION, AND STRONGER LOCAL OWNERSHIP OF CHANGE PROCESSES



SOLUTION

LAUNCH A STRUCTURED DIALOGUE PLATFORM COMBINING IN-PERSON MEETINGS AND DIGITAL ENGAGEMENT TOOLS



WHAT ALREADY EXISTS?

LOCAL NGOS AND ENVIRONMENTAL GROUPS INVOLVED IN COMMUNITY DISCUSSIONS
CHANNELS WITH ANNOUNCEMENTS AND PUBLIC STATEMENTS
SOCIAL MEDIA USAGE BY SOME ASSOCIATIONS AND BUSINESSES
PUBLIC CONSULTATIONS AND PROJECT-SPECIFIC FEEDBACK SESSIONS
HIGH COMMUNITY PRIDE AND WILLINGNESS TO CONTRIBUTE WHEN INVITED MEANINGFULLY



WHAT IS NEEDED?

APPROX. €15,000 STARTUP BUDGET
DEDICATED COORDINATION TEAM
CONSISTENT COMMUNICATION SCHEDULE AND THEMATIC PLANNING
DIGITAL PLATFORM SETUP WITH TRANSLATION TOOLS AND ACCESSIBILITY FEATURES
PARTNERSHIPS WITH SCHOOLS, NGOS, AND LOCAL MEDIA



WHO IMPLEMENTS IT?

FREIIA AND PARTNER UNIVERSITY STUDENTS
MUNICIPALITY OF GROIX
LOCAL NGOS AND ASSOCIATIONS
COMMUNITY LEADERS AND ACTIVE CITIZENS
YOUTH AND SCHOOL GROUPS



WHEN IS IT FEASIBLE?

PLATFORM DESIGN & STAKEHOLDER MAPPING: SEPTEMBER – NOVEMBER 2025
FIRST PUBLIC MEETING & SOCIAL MEDIA LAUNCH: DECEMBER 2025
QUARTERLY MEETINGS & DIGITAL CAMPAIGN: 2026 ONWARD
EVALUATION & REFINEMENT: SUMMER 2026



EXPECTED IMPACTS

INCLUSIVE LOCAL PLANNING, BETTER USE OF RESOURCES
CIVIC TRUST, INCLUSION OF YOUTH AND MARGINALIZED VOICES
ENHANCED SUPPORT FOR LOCAL SUSTAINABILITY INITIATIVES
CAPACITY-BUILDING IN DIALOGUE, FACILITATION, AND DIGITAL LITERACY



RISK FACTORS AND MITIGATION

STRATEGIES

LOW ATTENDANCE → EARLY OUTREACH, INCLUSIVE AGENDAS, INCENTIVES (E.G. CHILD CARE, REFRESHMENTS)
MISINFORMATION ONLINE → VERIFIED SOURCES, COMMUNITY MODERATORS, CLEAR GUIDELINES
STAKEHOLDER FATIGUE → ROTATING THEMES, SHARED OWNERSHIP OF AGENDAS
ACCESSIBILITY BARRIERS → HYBRID FORMATS, MULTILINGUAL COMMUNICATION



POSSIBLE FUNDING OR BUSINESS

MODEL

EU DEMOCRACY & CIVIC ENGAGEMENT GRANTS
FRENCH LOCAL GOVERNANCE AND INNOVATION FUNDS
MUNICIPAL COMMUNICATIONS BUDGET
SUPPORT FROM CIVIC TECH PLATFORMS AND NGOS
IN-KIND CONTRIBUTIONS (VENUES, SERVICES)



SUGGESTED NEXT

STEPS

PRESENT CONCEPT TO MUNICIPALITY AND KEY ASSOCIATIONS
IDENTIFY STUDENT FACILITATORS AND TRAIN THEM IN COMMUNITY DIALOGUE METHODS
DEVELOP PILOT MEETING AGENDA AND COMMUNICATION MATERIALS
LAUNCH PLATFORM WITH PUBLIC CAMPAIGN
EVALUATE ENGAGEMENT AFTER FIRST TWO MEETINGS

Island: Groix (France)

Title: **Regular Meetings Between Residents and Stakeholders** - Hold regular meetings between residents and stakeholders, and use social media to keep people informed and involved.

1. Target group

Local residents and community members. Municipal representatives and public authorities. Local businesses and producers. Environmental organizations and NGOs. Tourism and transport stakeholders. Youth and student groups.

2. Problem and Opportunity

Groix's development and sustainability initiatives require active community participation and transparent communication between diverse stakeholders. However, limited structured communication channels and inconsistent updates can destroy engagement and lead to misunderstandings or missed opportunities. Establishing a transparent, regular dialogue platform with strong digital support will foster trust, inclusion, and stronger local ownership of change processes.

3. Solution

Launch a structured dialogue platform combining in-person meetings and digital engagement tools:

- Schedule quarterly public meetings or town halls with rotating themes (e.g. mobility, waste, tourism, youth).
- Develop a digital information hub (via website and social media) to share agendas, updates, and feedback forms.
- Involve students as dialogue facilitators and content creators.
- Use hybrid meeting formats (online + physical) to ensure broad accessibility.
- Integrate a "Community Spotlight" campaign highlighting resident stories and initiatives.

4. What already exists?

- Active local NGOs and environmental groups involved in community discussions
- Municipality channels with announcements and public statements
- Social media usage by some associations and businesses
- Periodic public consultations and project-specific feedback sessions
- High community pride and willingness to contribute when invited meaningfully

5. What is needed?

Approx. €15,000 startup budget (venue costs, digital tools, facilitation training)
Dedicated coordination team (municipality and student collaboration)
Consistent communication schedule and thematic planning
Digital platform setup with translation tools and accessibility features
Partnerships with schools, NGOs, and local media

6. Who implements it?

FREIIA and partner university students (meeting facilitation, digital content creation)

Municipality of Groix (coordination, communication, funding)
Local NGOs and associations (outreach, topic proposals, co-hosting)
Community leaders and active citizens (promotion, participation)
Youth and school groups (support roles, agenda input)

7. When is it feasible

Platform Design & Stakeholder Mapping: September – November 2025
First Public Meeting & Social Media Launch: December 2025
Quarterly Meetings & Digital Campaign: 2026 onward
Evaluation & Refinement: Summer 2026

8. Expected Impacts

Economic: More inclusive local planning, better use of public resources
Social: Stronger civic trust, inclusion of youth and marginalized voices
Environmental: Enhanced support for local sustainability initiatives
Educational: Capacity-building in dialogue, facilitation, and digital literacy

9. Risk Factors and Mitigation Strategies

Low attendance → Early outreach, inclusive agendas, incentives (e.g. child care, refreshments)
Misinformation online → Verified sources, community moderators, clear guidelines
Stakeholder fatigue → Rotating themes, shared ownership of agendas
Accessibility barriers → Hybrid formats, multilingual communication

10. Possible Funding or Business Model

EU Democracy & Civic Engagement grants
French local governance and innovation funds
Municipal communications budget
Support from civic tech platforms and NGOs
In-kind contributions (venues, services)

11. Suggested Next Steps

Present concept to municipality and key associations
Identify student facilitators and train them in community dialogue methods
Develop pilot meeting agenda and communication materials
Launch platform with public campaign
Evaluate engagement after first two meetings

Municipality’s Facilitating Role (RUDDER Framework)

Leadership: Assign a community dialogue liaison officer to manage meeting cycles.

Connector: Link municipal staff, students, NGOs, and residents into working groups.

Facilitator / Creator: Host inclusive dialogue spaces and capacity-building workshops.

Provider: Offer venues, digital infrastructure, and coordination support.

Ambassador: Highlight Groix’s transparent governance in communications and networks.

Leverage / Capitalize: Use platform to build trust for future projects and funding bids.

Network Orbiting: Share experiences with other island and rural municipalities.

Procurement Trendsetter: Encourage transparent consultation in all public service design.

Stakeholder	Role in project	Interest / Motivation
Students (FREIIA, partner universities)	Meeting facilitation, digital content	Skills development, civic innovation
Municipality of Groix	Coordinator, venue provider, promoter	Transparent governance, stronger public trust
Local NGOs and associations	Co-hosts, outreach partners	Inclusion, democratic participation
Residents and community groups	Attendees, topic contributors	Local voice, direct influence
Youth and school groups	Content creators, input providers	Future inclusion, civic learning
Local media and digital partners	Promotion, technical support	Civic engagement, brand credibility

ISLAND COUNCIL FOR LOCAL DIALOGUE AND GOVERNANCE

QUESSANT



ISLAND & IDEA TITLE

QUESSANT

ISLAND COUNCIL FOR LOCAL DIALOGUE AND GOVERNANCE - EMPOWERING INCLUSIVE DECISION-MAKING ON QUESSANT TO ENHANCE CIVIC PARTICIPATION, INCLUSIVITY, AND LOCAL OWNERSHIP OF DEVELOPMENT INITIATIVES THROUGH THE CREATION OF A FORMAL COMMUNITY ADVISORY STRUCTURE.



TARGET GROUP

ALL ISLAND RESIDENTS
YOUTH AND STUDENT REPRESENTATIVES
ENVIRONMENTAL AND CULTURAL ORGANIZATIONS
LOCAL BUSINESSES AND PRODUCERS
MUNICIPAL AUTHORITIES
CIVIL SOCIETY GROUPS



PROBLEM AND OPPORTUNITY

QUESSANT FACES A GAP IN STRUCTURED COMMUNITY INVOLVEMENT IN PUBLIC DECISION-MAKING
ESTABLISHING A FORMAL ISLAND COUNCIL CAN BRIDGE THIS GAP, FOSTER DEMOCRATIC PARTICIPATION, AND ENSURE THAT POLICY AND DEVELOPMENT REFLECT THE NEEDS AND IDEAS OF DIVERSE COMMUNITY SEGMENTS



SOLUTION

ESTABLISH AN "ISLAND COUNCIL" AS A FORMAL LOCAL ADVISORY BODY MADE UP OF ELECTED REPRESENTATIVES FROM THEMATIC WORKING GROUPS



WHAT ALREADY EXISTS?

HIGH LEVELS OF COMMUNITY IDENTITY AND PRIDE IN NATURAL HERITAGE
EXISTING ENVIRONMENTAL AND CULTURAL ORGANIZATIONS (E.G. USHANT ISLAND NATURE RESERVE)
AD HOC CONSULTATIONS AND COMMUNITY EVENTS
INTEREST FROM LOCAL AUTHORITIES IN PARTICIPATORY PROCESSES
WILLINGNESS AMONG RESIDENTS TO ENGAGE WHEN OFFERED STRUCTURED INVITATIONS



WHAT IS NEEDED?

APPROX. €12,000 STARTUP BUDGET
MUNICIPALITY SUPPORT AND FORMAL RECOGNITION OF COUNCIL'S ADVISORY ROLE
TRANSPARENT ELECTION AND GOVERNANCE FRAMEWORK
OUTREACH MATERIALS IN FRENCH AND BRETON LANGUAGES
TRAINING FOR ELECTED REPRESENTATIVES AND STUDENT FACILITATORS



WHO IMPLEMENTS IT?

FREIA AND PARTNER UNIVERSITY STUDENTS
MUNICIPALITY OF QUESSANT
RESIDENTS
LOCAL ASSOCIATIONS AND NGOS
YOUTH REPRESENTATIVES AND SCHOOL NETWORKS



WHEN IS IT FEASIBLE?

PLANNING & OUTREACH: SEPTEMBER – NOVEMBER 2025
INITIAL COMMUNITY MEETING: DECEMBER 2025
WORKING GROUP FORMATION & ELECTIONS: JANUARY 2026
ISLAND COUNCIL LAUNCH: FEBRUARY 2026
MONTHLY MEETINGS BEGIN: MARCH 2026 ONWARD



EXPECTED IMPACTS

EFFICIENT USE OF LOCAL RESOURCES THROUGH INCLUSIVE PLANNING
CIVIC TRUST, YOUTH INCLUSION, GREATER EQUITY
INPUT ON CONSERVATION & SUSTAINABLE DEVELOPMENT
DEMOCRATIC SKILLS DEVELOPMENT AND PARTICIPATORY CULTURE



RISK FACTORS AND MITIGATION

STRATEGIES

LOW TURNOUT OR TRUST → DIRECT MAIL INVITATIONS, PUBLIC LAUNCH EVENT, INCLUSIVE FACILITATION
DISENGAGEMENT OVER TIME → ROTATING ROLES, TANGIBLE OUTCOMES, VISIBLE IMPACT STORIES
DOMINANCE BY A FEW VOICES → BALANCED REPRESENTATION, OPEN FEEDBACK CHANNELS
MISALIGNMENT WITH MUNICIPAL PLANS → EARLY AGREEMENT ON ADVISORY STATUS AND COLLABORATION



POSSIBLE FUNDING OR BUSINESS

MODEL

FRENCH RURAL DEMOCRACY AND LOCAL GOVERNANCE FUNDS
EU CIVIC PARTICIPATION AND SOCIAL INNOVATION GRANTS
MUNICIPALITY CO-FINANCING
PARTNERSHIP SUPPORT FROM CIVIC EDUCATION NGOS
VOLUNTEER CONTRIBUTION AND IN-KIND SUPPORT



SUGGESTED NEXT

STEPS

GAIN MUNICIPAL APPROVAL FOR ESTABLISHING THE ISLAND COUNCIL
DEVELOP INCLUSIVE OUTREACH CAMPAIGN (MAIL, POSTERS, SCHOOL AND NGO NETWORKS)
FACILITATE FIRST COMMUNITY MEETING TO FORM WORKING GROUPS
ORGANIZE DEMOCRATIC ELECTION PROCESS PER GROUP
PREPARE MONTHLY AGENDA TEMPLATES AND DIGITAL PLATFORMS
LAUNCH FIRST ISLAND COUNCIL SESSION IN EARLY 2026

Island: Ouessant (France)

Title: **Island Council for Local Dialogue and Governance** - Empowering Inclusive Decision-Making on Ouessant to enhance civic participation, inclusivity, and local ownership of development initiatives through the creation of a formal community advisory structure.

1. Target group

All island residents. Youth and student representatives. Environmental and cultural organizations. Local businesses and producers. Municipal authorities. Civil society groups.

2. Problem and Opportunity

Ouessant faces a gap in structured community involvement in public decision-making. Despite strong local identity and environmental awareness, limited civic platforms exist for ongoing, representative dialogue. Establishing a formal Island Council can bridge this gap, foster democratic participation, and ensure that policy and development reflect the needs and ideas of diverse community segments.

3. Solution

Establish an "Island Council" as a formal local advisory body made up of elected representatives from thematic working groups. Key features:

- Send all residents a formal invitation by mail to join an initial community meeting.
- Create thematic working groups (e.g., environment, infrastructure, youth) for residents to self-select into.
- Elect two representatives per group to serve on the Island Council.
- Host monthly Island Council meetings with rotating facilitation.
- Use digital tools (website, social media) to publish minutes, gather feedback, and announce agendas.
- Empower the council to advise the municipality on development projects, environmental strategies, and cultural initiatives.

4. What already exists?

- High levels of community identity and pride in natural heritage
- Existing environmental and cultural organizations (e.g. Ushant Island Nature Reserve)
- Ad hoc consultations and community events
- Interest from local authorities in participatory processes
- Willingness among residents to engage when offered structured invitations

5. What is needed?

Approx. €12,000 startup budget (meeting logistics, communication materials, facilitation training)

Municipality support and formal recognition of council's advisory role
Transparent election and governance framework
Outreach materials in French and Breton languages
Training for elected representatives and student facilitators

6. Who implements it?

FREIIA and partner university students (design, coordination, digital tools)
Municipality of Ouessant (official recognition, logistics, support)
Residents (working group participation, elections, council engagement)
Local associations and NGOs (mobilization, capacity building)
Youth representatives and school networks (youth council integration)

7. When is it feasible

Planning & Outreach: September – November 2025
Initial Community Meeting: December 2025
Working Group Formation & Elections: January 2026
Island Council Launch: February 2026
Monthly Meetings Begin: March 2026 onward

8. Expected Impacts

Economic: More efficient use of local resources through inclusive planning
Social: Strengthened civic trust, youth inclusion, greater equity
Environmental: Community-led input on conservation and sustainable development
Educational: Democratic skills development and participatory culture

9. Risk Factors and Mitigation Strategies

Low turnout or trust → Direct mail invitations, public launch event, inclusive facilitation
Disengagement over time → Rotating roles, tangible outcomes, visible impact stories
Dominance by a few voices → Balanced representation, open feedback channels
Misalignment with municipal plans → Early agreement on advisory status and collaboration

10. Possible Funding or Business Model

French rural democracy and local governance funds
EU Civic Participation and Social Innovation grants
Municipality co-financing
Partnership support from civic education NGOs
Volunteer contribution and in-kind support

11. Suggested Next Steps

- Gain municipal approval for establishing the Island Council
- Develop inclusive outreach campaign (mail, posters, school and NGO networks)
- Facilitate first community meeting to form working groups
 - Organize democratic election process per group
- Prepare monthly agenda templates and digital platforms
- Launch first Island Council session in early 2026

Municipality's Facilitating Role (RUDDER Framework)

Leadership: Endorse and institutionalize the Island Council in local governance structures.

Connector: Help connect thematic working groups with relevant municipal departments.

Facilitator / Creator: Support facilitation training and resource provision for meetings.

Provider: Offer meeting spaces, staff support, and public communication tools.

Ambassador: Promote Ouessant as a model for rural participatory democracy.

Leverage / Capitalize: Use the Island Council to inform development strategies and strengthen community initiatives.

Network Orbiting: Share insights with other island municipalities in France and the EU.

Procurement Trendsetter: Embed community consultation into public procurement and service design.

Stakeholder	Role in project	Interest / Motivation
Students (FREIIA, partner universities)	Process design, facilitation, digital tools	Governance innovation, democratic learning
Municipality of Ouessant	Recognition, logistics, support	Transparent governance, trust-building
Local residents	Working group members, voters, advisors	Voice in decisions, ownership of future
Environmental and cultural NGOs	Partners, trainers, content providers	Conservation advocacy, cultural vitality
Youth and schools	Council participants, group leaders	Civic education, youth inclusion
Community organizations	Mobilization, promotion	Stronger networks, social cohesion

ENERGY CULTURE THROUGH EDUCATION

QUESSANT



ISLAND & IDEA TITLE

QUESSANT

ENERGY CULTURE THROUGH EDUCATION - SHAPING SUSTAINABILITY NORMS FROM THE CLASSROOM ON QUESSANT DESIGNED TO ADDRESS CULTURAL RESISTANCE TO RENEWABLE ENERGY TRANSITIONS BY EMBEDDING LONG-TERM BEHAVIORAL CHANGE THROUGH ENVIRONMENTAL EDUCATION.



TARGET GROUP

PRIMARY AND SECONDARY SCHOOL STUDENTS
TEACHERS AND SCHOOL ADMINISTRATORS
PARENTS AND LOCAL FAMILIES
ENVIRONMENTAL EDUCATORS AND NGOS
MUNICIPALITY AND ENERGY STAKEHOLDERS



PROBLEM AND OPPORTUNITY

DESPITE THE STRATEGIC IMPORTANCE OF RENEWABLE ENERGY ON QUESSANT, CULTURAL RESISTANCE TO CHANGE REMAINS A BARRIER
THE ISLAND CAN CULTIVATE A CULTURE OF ENVIRONMENTAL RESPONSIBILITY AND NORMALIZE THE SHIFT TO CLEAN ENERGY OVER TIME



SOLUTION

CREATE A SCHOOL-ANCHORED ENERGY CULTURE PROGRAM FOCUSED ON ACTIVE LEARNING AND FAMILY INFLUENCE



WHAT ALREADY EXISTS?

ONGOING RENEWABLE ENERGY TRANSITION EFFORTS
COMMITTED EDUCATORS AND STRONG LOCAL IDENTITY IN SCHOOLS
INTEREST FROM NGOS AND REGIONAL AUTHORITIES IN ENERGY EDUCATION
MUNICIPAL AMBITION TO BECOME A MODEL FOR ENERGY TRANSITION
PREVIOUS SUCCESS WITH COMMUNITY-BASED EDUCATION INITIATIVES



WHAT IS NEEDED?

APPROX. €20,000 STARTUP BUDGET
MUNICIPAL SUPPORT AND COORDINATION WITH RENEWABLE ENERGY PROJECT OPERATORS
ENGAGEMENT FROM LOCAL TEACHERS AND YOUTH ORGANIZATIONS
PARTNERSHIPS
SIMPLE TRACKING TOOLS TO MONITOR



WHO IMPLEMENTS IT?

FREIIA AND PARTNER UNIVERSITY STUDENTS
LOCAL SCHOOLS AND TEACHERS
MUNICIPALITY OF QUESSANT
RENEWABLE ENERGY OPERATORS AND NGOS
PARENTS AND COMMUNITY ASSOCIATIONS



WHEN IS IT FEASIBLE?

CO-DESIGN & TEACHER TRAINING: SEPTEMBER – NOVEMBER 2025
PILOT WORKSHOPS AND FIELD TRIPS: DECEMBER 2025 – MARCH 2026
FULL CURRICULUM INTEGRATION: SPRING 2026
PEER MENTORSHIP AND EVALUATION CYCLE: 2026–2027 SCHOOL YEAR



EXPECTED IMPACTS

LONG-TERM SUPPORT FOR RENEWABLE INVESTMENT
FAMILY-LEVEL BEHAVIORAL CHANGE, STRONGER INTERGENERATIONAL ENVIRONMENTAL VALUES
REDUCED RESISTANCE TO GREEN TRANSITION, INCREASED AWARENESS
ENHANCED ENGAGEMENT AND REAL-WORLD LEARNING



RISK FACTORS AND MITIGATION

STRATEGIES

TEACHER TIME CONSTRAINTS → ROTATING AMBASSADOR MODEL AND MODULAR DESIGN
LACK OF STUDENT INTEREST → PEER INVOLVEMENT AND HANDS-ON LEARNING
LIMITED FAMILY ENGAGEMENT → USE STUDENT-LED OUTREACH AND POSITIVE STORYTELLING
ACCESS TO INFRASTRUCTURE → EARLY AGREEMENTS WITH ENERGY STAKEHOLDERS



POSSIBLE FUNDING OR BUSINESS

MODEL

FRENCH NATIONAL ENERGY TRANSITION AND EDUCATION FUNDS
EU CLIMATE EDUCATION INITIATIVES (E.G. HORIZON EUROPE)
NGO AND CORPORATE SPONSORSHIPS (EDF, OCEAN ENERGY EUROPE)
MUNICIPAL EDUCATION AND SUSTAINABILITY BUDGETS
CONTRIBUTION FROM PARENT-TEACHER ASSOCIATIONS



SUGGESTED NEXT

STEPS

SECURE SCHOOL AND MUNICIPAL APPROVAL
IDENTIFY ROTATING AMBASSADORS AND PEER MENTORS
DESIGN FIRST ROUND OF WORKSHOPS AND FIELD TRIP CALENDAR
LAUNCH PILOT IN WINTER 2025 AND GATHER FEEDBACK
EVALUATE IMPACT AND PLAN FOR BROADER INTEGRATION IN SCHOOL YEAR 2026/2027

Island: Ouessant (France)

Title: **Energy Culture Through Education** - Shaping Sustainability Norms from the Classroom on Ouessant designed to address cultural resistance to renewable energy transitions by embedding long-term behavioral change through environmental education.

1. Target group

Primary and secondary school students. Teachers and school administrators. Parents and local families. Environmental educators and NGOs. Municipality and energy stakeholders.

2. Problem and Opportunity

Despite the strategic importance of renewable energy on Ouessant, cultural resistance to change remains a barrier. Generational habits and limited familiarity with green technology can hinder acceptance. By educating children and involving families indirectly, the island can cultivate a culture of environmental responsibility and normalize the shift to clean energy over time.

3. Solution

Create a school-anchored energy culture program focused on active learning and family influence:

- Assign a rotating teacher or local ambassador to lead sustainability modules and practical workshops.
- Organize regular field trips to local renewable infrastructure (e.g. tidal and wind energy projects).
- Introduce peer mentorship between older and younger students to reinforce learning and responsibility.
- Embed sustainability themes across subjects (science, history, art) with hands-on project components.
- Share outcomes with families through exhibitions, newsletters, and student-led presentations.

4. What already exists?

- Ongoing renewable energy transition efforts (including tidal turbine pilot projects)
- Committed educators and strong local identity in schools
- Interest from NGOs and regional authorities in energy education
- Municipal ambition to become a model for energy transition
- Previous success with community-based education initiatives

5. What is needed?

Approx. €20,000 startup budget (educational materials, transportation, training)
Municipal support and coordination with renewable energy project operators
Engagement from local teachers and youth organizations
Partnerships with energy companies and science outreach programs
Simple tracking tools to monitor behavioral changes and outcomes

6. Who implements it?

FREIIA and partner university students (curriculum support, prototype development)
Local schools and teachers (implementation, adaptation, communication with families)
Municipality of Ouessant (coordination, funding, logistics)
Renewable energy operators and NGOs (site visits, guest lectures)
Parents and community associations (reinforcement, feedback)

7. When is it feasible

Co-Design & Teacher Training: September – November 2025
Pilot Workshops and Field Trips: December 2025 – March 2026
Full Curriculum Integration: Spring 2026
Peer Mentorship and Evaluation Cycle: 2026–2027 school year

8. Expected Impacts

Economic: Long-term support for renewable investment through social buy-in
Social: Family-level behavioral change, stronger intergenerational environmental values
Environmental: Reduced resistance to green transition, increased awareness
Educational: Enhanced engagement and real-world learning opportunities

9. Risk Factors and Mitigation Strategies

Teacher time constraints → Rotating ambassador model and modular design
Lack of student interest → Peer involvement and hands-on learning
Limited family engagement → Use student-led outreach and positive storytelling
Access to infrastructure → Early agreements with energy stakeholders

10. Possible Funding or Business Model

French national energy transition and education funds
EU climate education initiatives (e.g. Horizon Europe)
NGO and corporate sponsorships (EDF, Ocean Energy Europe)
Municipal education and sustainability budgets
Contribution from parent-teacher associations

11. Suggested Next Steps

- Secure school and municipal approval
- Identify rotating ambassadors and peer mentors
- Design first round of workshops and field trip calendar
- Launch pilot in winter 2025 and gather feedback
- Evaluate impact and plan for broader integration in school year 2026/2027

Municipality’s Facilitating Role (RUDDER Framework)

- Leadership: Endorse sustainability education as a municipal priority.
- Connector: Facilitate collaboration between schools, energy providers, and families.
- Facilitator / Creator: Host ambassador training and project planning workshops.
- Provider: Support with funding, logistics, and educational resources.
- Ambassador: Promote Ouessant’s leadership in youth-driven energy culture change.
- Leverage / Capitalize: Align initiative with broader energy transition strategies.
- Network Orbiting: Share educational models with other island energy transition projects.
- Procurement Trendsetter: Favor education providers who include climate literacy components.

Stakeholder	Role in project	Interest / Motivation
Students (FREIIA, local schools)	Program development, peer mentoring	Learning, leadership, energy awareness
Municipality of Ouessant	Strategic supporter, funder, coordinator	Long-term transition success, education alignment
Teachers and schools	Content delivery, family outreach	Student engagement, pedagogical innovation
Renewable energy operators	Field trip hosts, guest educators	Community trust, public understanding
NGOs and science educators	Curriculum partners, outreach	Behavior change, climate literacy
Parents and families	Reinforcement, home-based reflection	Shared learning, practical sustainability norms

SEASONAL HOUSING

QUESSANT



ISLAND & IDEA TITLE

QUESSANT

SEASONAL HOUSING - ADDRESSING SEASONAL WORKER ACCOMMODATION SHORTAGES ON QUESSANT, WHILE STRENGTHENING LOCAL RESILIENCE THROUGH COMMUNITY-LED REINVESTMENT STRUCTURES.



TARGET GROUP

SEASONAL AND TEMPORARY WORKERS
 LOCAL HOMEOWNERS AND LANDLORDS
 MUNICIPAL AUTHORITIES AND PLANNERS
 RENOVATION PROFESSIONALS AND CONSTRUCTION SERVICES
 LOCAL SERVICE PROVIDERS AND TOURISM OPERATORS



PROBLEM AND OPPORTUNITY

TEMPORARY WORKERS FACE SERIOUS HOUSING SHORTAGES ON QUESSANT DUE TO LIMITED AVAILABILITY AND HIGH RENTAL PRICES
 CAN IMPROVE WORKFORCE CONDITIONS WHILE REINVESTING IN PUBLIC SERVICES



SOLUTION

YOUR SOLUTION ESTABLISH AN ISLAND-MANAGED NETWORK OF RENOVATED HOUSING UNITS RESERVED FOR SEASONAL WORKERS, OPERATED UNDER A SOCIAL ENTERPRISE MODEL CALLED THE "QUESSANT WEALTH FUND."



WHAT ALREADY EXISTS?

SOME UNOCCUPIED OR UNDERUSED HOUSING STOCK
 EXISTING SEASONAL WORKER DEMAND, PARTICULARLY IN TOURISM AND SERVICES
 COMMUNITY INTEREST IN SHARED PROSPERITY AND SUSTAINABLE DEVELOPMENT
 MUNICIPAL LEADERSHIP AND OPENNESS TO SOCIAL ENTERPRISE MODELS
 EXPERIENCE IN COOPERATIVE HOUSING AND RURAL REVITALIZATION



WHAT IS NEEDED?

APPROX. €100,000 STARTUP FUNDING
 LEGAL AND TAXATION FRAMEWORK ASSESSMENT
 ENGAGEMENT PROCESS WITH LOCAL HOMEOWNERS AND POTENTIAL TENANTS
 PARTNERSHIPS
 TRANSPARENT FUND GOVERNANCE STRUCTURE AND REINVESTMENT PLAN



WHO IMPLEMENTS IT?

FREIIA AND PARTNER UNIVERSITY STUDENTS
 MUNICIPALITY OF QUESSANT
 LOCAL RENOVATION PROFESSIONALS AND BUILDERS
 PROPERTY OWNERS
 LOCAL SERVICE EMPLOYERS



WHEN IS IT FEASIBLE?

LEGAL FEASIBILITY STUDY & COMMUNITY OUTREACH: OCTOBER – DECEMBER 2025
 PILOT HOUSING RENOVATION PHASE: JANUARY – APRIL 2026
 FIRST TENANT INTAKE & MONITORING: SUMMER 2026
 EXPANSION AND REINVESTMENT PLANNING: AUTUMN 2026



EXPECTED IMPACTS

REDUCED COSTS, STABLE SEASONAL EMPLOYMENT, LOCAL ECONOMIC REINVESTMENT
 COMMUNITY TRUST, BETTER QUALITY FOR TEMPORARY WORKERS
 REDUCED FERRY DEPENDENCY, ADAPTIVE REUSE OF BUILDINGS
 LEARNING AROUND COOPERATIVE MODELS AND INCLUSIVE DEVELOPMENT



RISK FACTORS AND MITIGATION

STRATEGIES

PROPERTY OWNER RELUCTANCE → PUBLIC FORUMS, FAIR CONTRACT TEMPLATES, TRUST-BUILDING THROUGH PILOTS
 LEGAL/REGULATORY COMPLEXITY → EARLY LEGAL ANALYSIS AND CLEAR FUND DESIGN
 MAINTENANCE AND QUALITY CONTROL → STANDARDIZED RENOVATION PRACTICES AND AGREEMENTS
 LOCAL RESISTANCE → TRANSPARENT COMMUNICATION AND COMMUNITY INVOLVEMENT IN FUND USE



POSSIBLE FUNDING OR BUSINESS

MODEL

EU LEADER AND RURAL COHESION FUNDING
 NATIONAL COOPERATIVE HOUSING AND RENOVATION GRANTS
 LOCAL INVESTMENT FROM MUNICIPALITY AND STAKEHOLDERS
 PUBLIC-PRIVATE PARTNERSHIPS (E.G. EMPLOYERS SUPPORTING HOUSING ACCESS)
 RENTAL INCOME REINVESTED THROUGH NONPROFIT MECHANISM



SUGGESTED NEXT

STEPS

LAUNCH LEGAL AND FINANCIAL FEASIBILITY STUDY WITH MUNICIPAL BACKING
 IDENTIFY INITIAL HOUSING CANDIDATES AND WILLING OWNERS
 DEVELOP RENOVATION COST ESTIMATES AND ENGAGE CONTRACTORS
 DRAFT GOVERNANCE STRUCTURE FOR THE WEALTH FUND
 PITCH PROJECT PUBLICLY IN EARLY 2026 WITH DETAILED PILOT PLAN

Island: Ouessant (France)

Title: **Seasonal Housing** - Addressing seasonal worker accommodation shortages on Ouessant, while strengthening local resilience through community-led reinvestment structures.

1. Target group

Seasonal and temporary workers
Local homeowners and landlords
Municipal authorities and planners
Renovation professionals and construction services
Local service providers and tourism operators

2. Problem and Opportunity

During peak tourist seasons, temporary workers face serious housing shortages on Ouessant due to limited availability and high rental prices. Many are forced to commute by ferry, affecting reliability and well-being. At the same time, vacant or underutilized housing exists on the island. By renovating and managing seasonal housing through a community-led wealth fund, Ouessant can improve workforce conditions while reinvesting in public services.

3. Solution

Your solution Establish an island-managed network of renovated housing units reserved for seasonal workers, operated under a social enterprise model called the "Ouessant Wealth Fund." Key actions include:

- Engage local property owners to identify and enroll potential housing units.
- Collaborate with renovation professionals and apply local building standards.
- Manage housing under a nonprofit or cooperative framework, with fair rent and basic amenities.
- Reinvest rental revenues into community priorities (transport, childcare, education).
- Launch community forums and outreach to build trust and shape shared goals.

4. What already exists?

- Some unoccupied or underused housing stock
- Existing seasonal worker demand, particularly in tourism and services
- Community interest in shared prosperity and sustainable development
- Supportive municipal leadership and openness to social enterprise models
- Regional experience in cooperative housing and rural revitalization

5. What is needed?

Approx. €100,000 startup funding (renovation costs, legal setup, pilot administration)

Legal and taxation framework assessment

Engagement process with local homeowners and potential tenants

Partnerships with construction firms, legal advisors, and the municipality

Transparent fund governance structure and reinvestment plan

6. Who implements it?

FREIIA and partner university students (fund model, mapping, stakeholder engagement)

Municipality of Ouessant (facilitation, legal support, co-investment)

Local renovation professionals and builders (technical implementation)

Property owners (housing provision agreements)

Local service employers (worker referrals and coordination)

7. When is it feasible

Legal Feasibility Study & Community Outreach: October – December 2025

Pilot Housing Renovation Phase: January – April 2026

First Tenant Intake & Monitoring: Summer 2026

Expansion and Reinvestment Planning: Autumn 2026

8. Expected Impacts

Economic: Reduced commuting costs, stable seasonal employment, local economic reinvestment

Social: Strengthened community trust, better quality of life for temporary workers

Environmental: Reduced ferry dependency, adaptive reuse of buildings

Educational: Learning around cooperative models and inclusive development

9. Risk Factors and Mitigation Strategies

Property owner reluctance → Public forums, fair contract templates, trust-building through pilots

Legal/regulatory complexity → Early legal analysis and clear fund design

Maintenance and quality control → Standardized renovation practices and agreements

Local resistance → Transparent communication and community involvement in fund use

10. Possible Funding or Business Model

EU LEADER and rural cohesion funding

National cooperative housing and renovation grants

Local investment from municipality and stakeholders

Public-private partnerships (e.g. employers supporting housing access)

Rental income reinvested through nonprofit mechanism

11. Suggested Next Steps

- Launch legal and financial feasibility study with municipal backing
- Identify initial housing candidates and willing owners
- Develop renovation cost estimates and engage contractors
- Draft governance structure for the Wealth Fund
- Pitch project publicly in early 2026 with detailed pilot plan

Municipality’s Facilitating Role (RUDDER Framework)

Leadership: Endorse the Ouessant Wealth Fund and co-invest in the pilot phase.

Connector: Facilitate meetings between owners, builders, workers, and fund coordinators.

Facilitator / Creator: Support legal structuring and property use agreements.

Provider: Offer in-kind resources (e.g. land data, legal templates, staff time).

Ambassador: Promote Ouessant as a fair and sustainable labor destination.

Leverage / Capitalize: Use the model to attract regional investment and policy attention.

Network Orbiting: Share fund structure with other rural and island communities.

Procurement Trendsetter: Incorporate inclusive housing priorities into local development contracts.

Stakeholder	Role in project	Interest / Motivation
Students (FREIIA, partner universities)	Model design, stakeholder outreach	Practical learning, inclusive innovation
Municipality of Ouessant	Strategic partner, fund supporter	Workforce housing, sustainable services
Local homeowners	Property providers, project participants	Stable income, community contribution
Renovation professionals	Contractors, planners	Local work, building reuse
Temporary workers	Tenants, feedback providers	Affordable housing, quality of life
Local employers (tourism, services)	Referral partners, collaborators	Reliable workforce, operational stability
Community associations	Outreach, trust-building	Equity, island resilience