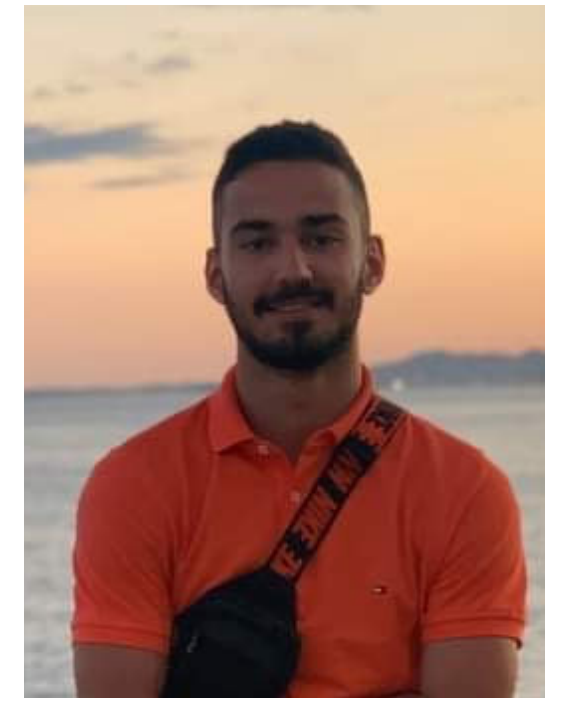


An aerial photograph of a coastal town and harbor during sunset. The harbor is filled with numerous sailboats and yachts moored in neat rows. The town, with its white buildings and red roofs, is nestled on a hillside overlooking the water. The sky is a mix of soft pinks, oranges, and blues, reflecting on the calm water. The text "Høste det gamle, dyrke det nye" is overlaid in the center in a large, white, sans-serif font.

**"Høste det gamle, dyrke
det nye"**



Casper Øritsland

Universitetet i
Agder

Matias Strand
Rud

Universitetet i
Agder

Nickolai Høvik

Universitetet i
Agder

Jens Solvang

Kristiania

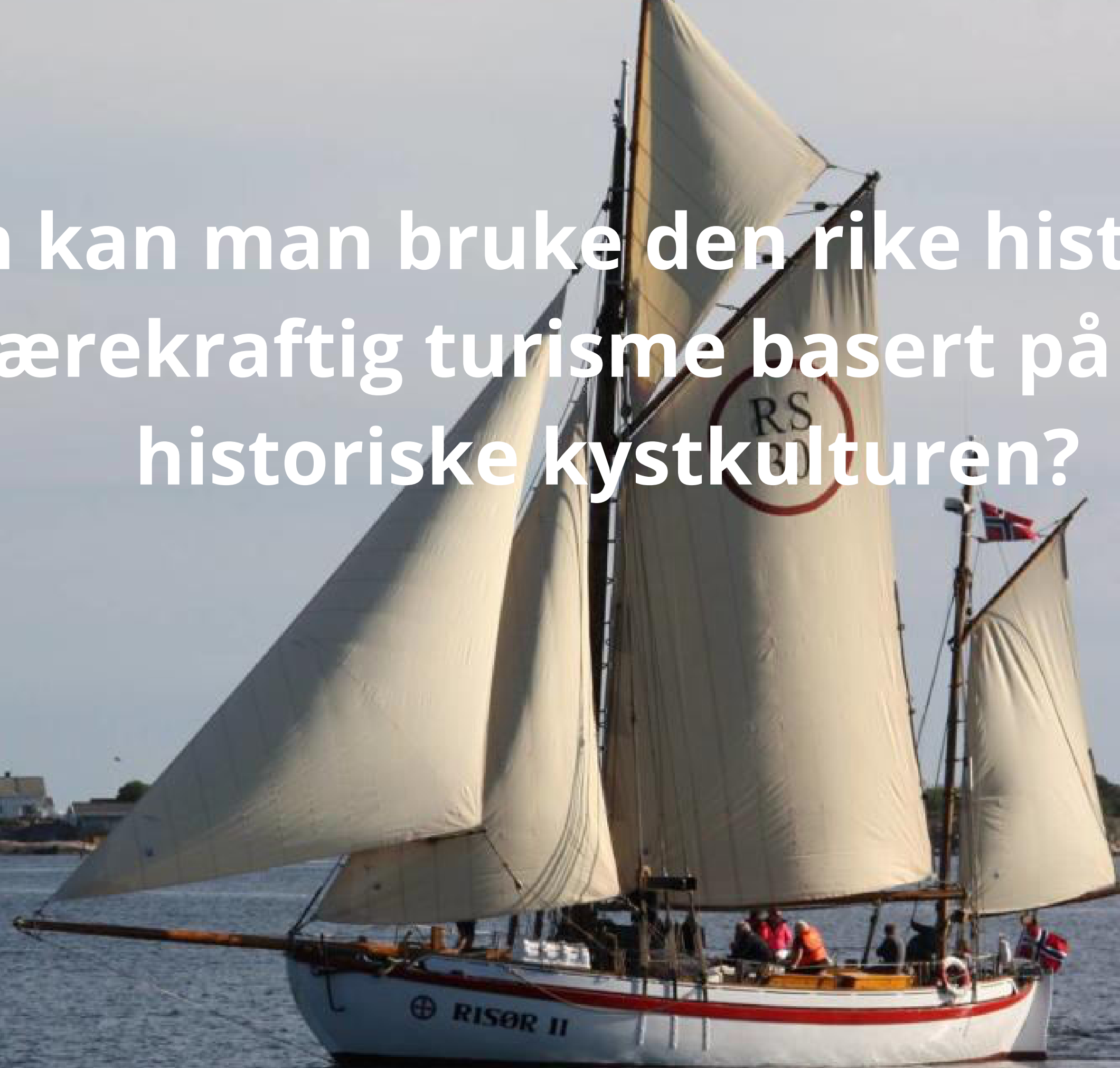
Moharbik Derbichev

Kristiania

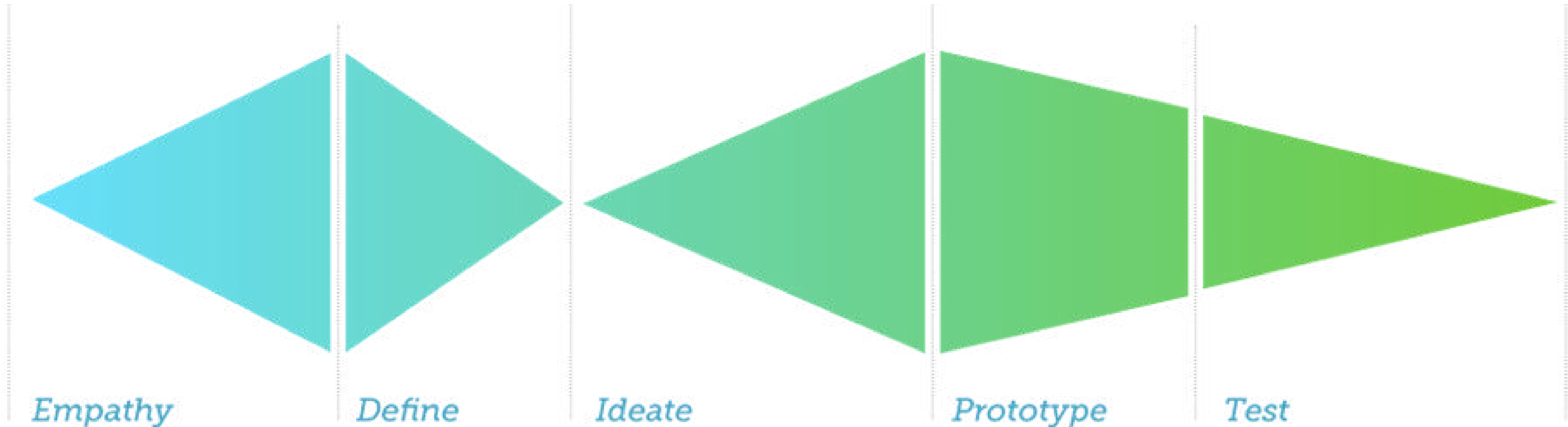


Hvem er vi?

Hvordan kan man bruke den rike historien for å utvikle bærekraftig turisme basert på den rike og historiske kystkulturen?



Design thinking



Designing the *right* thing

Designing the *thing* right



sport 1
RISØR



joker
RISØR



RISØR
KYSTKULTURSENTER



"-Vi vil at Risør skal bli en helårsby"

"-Vi ønsker flere besøkende"

"-Sommeren er dekket"

"-Ønsker mer aktiviteter for turistene"

"-Vi må tenke globalt"



"men det krever bedre samarbeid"



KAPITTEL 6

ANALYSE MED NØKKEL- INNSIKTER



**"Ikke alle aktører
deltar i fellesskapet av
ulike årsaker"**



RISØR BY



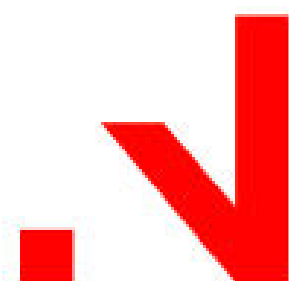
Risør Kommune



Gjerstad Kommune



Vegårshei Kommune



Innovasjon
Norge



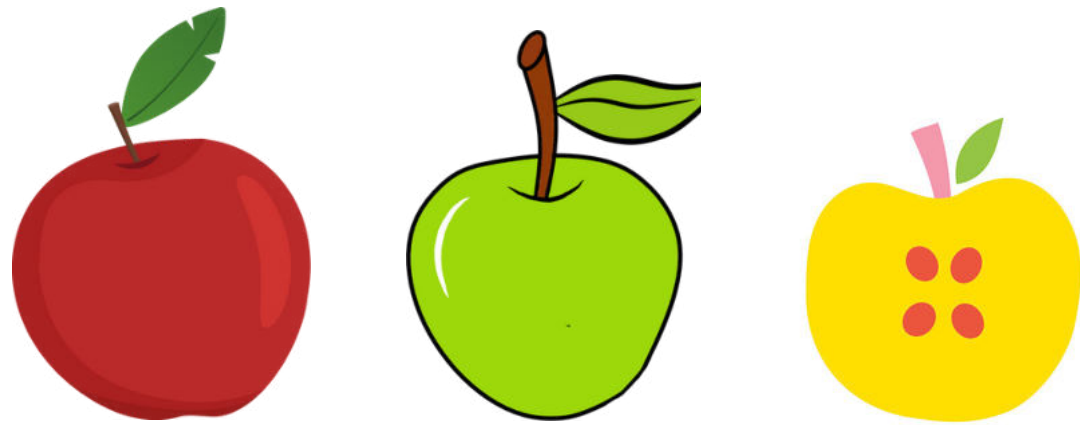


**"Glemmer å minne på om at
det er et tilbud"**

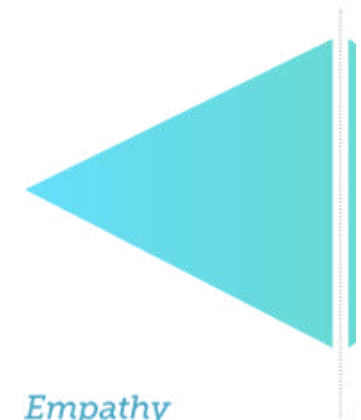
"Har ikke tid, alle har med sitt"



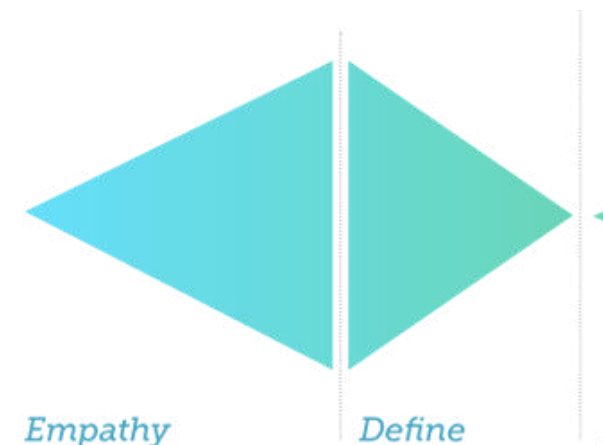
**"Mangler leddet mellom
markedsøfring og kysten"**



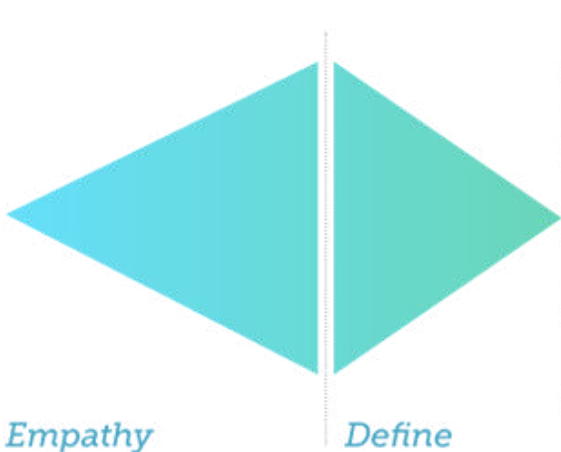
"Er veldig fragmentert"

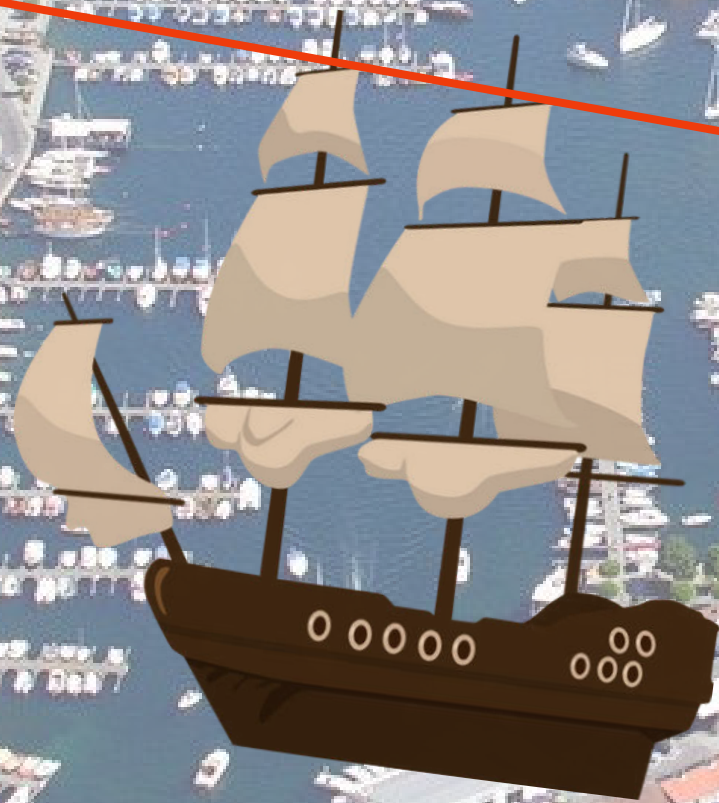


"Samlet har de noe å vise frem"



Hvordan få kystkultur-aktørene til å samarbeide om å utvikle Risør til en helårsby?



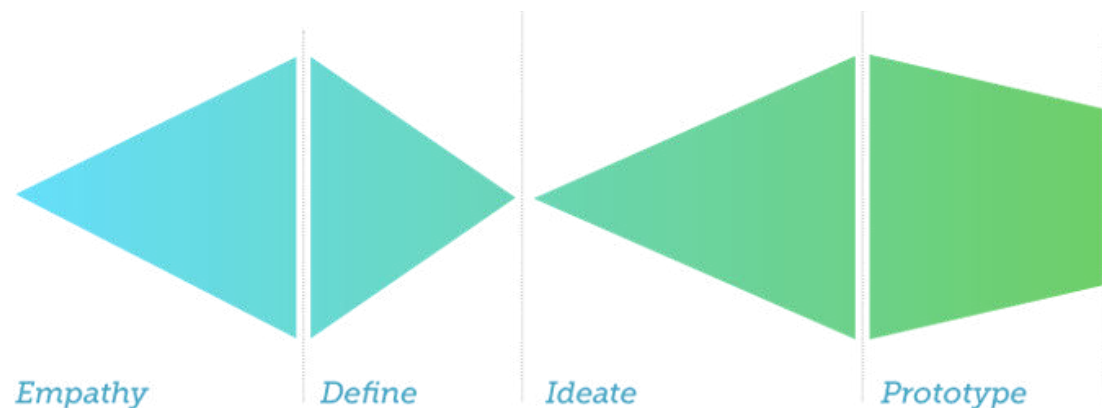


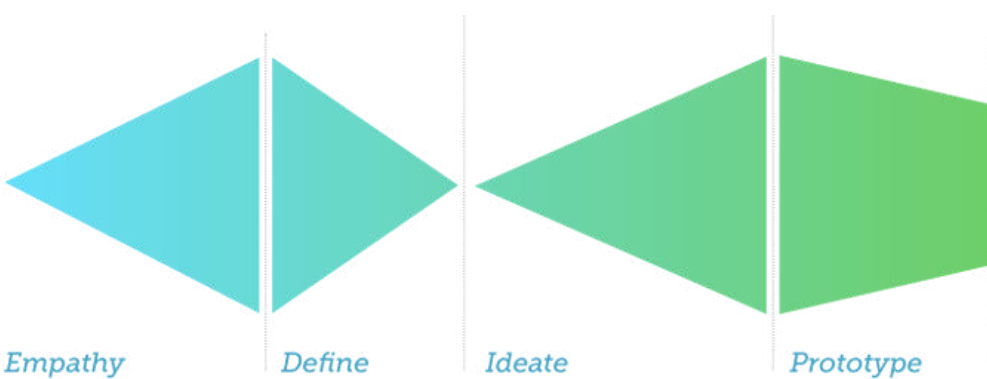
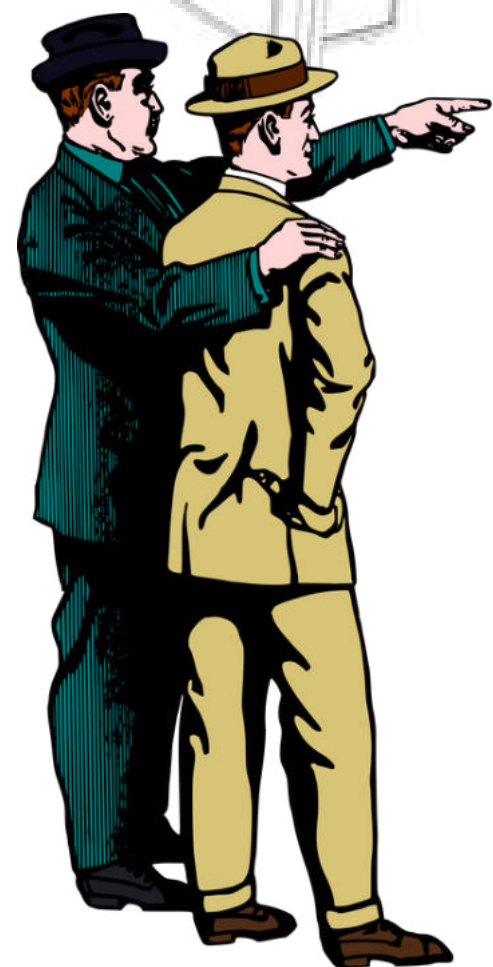
Empathy

Define

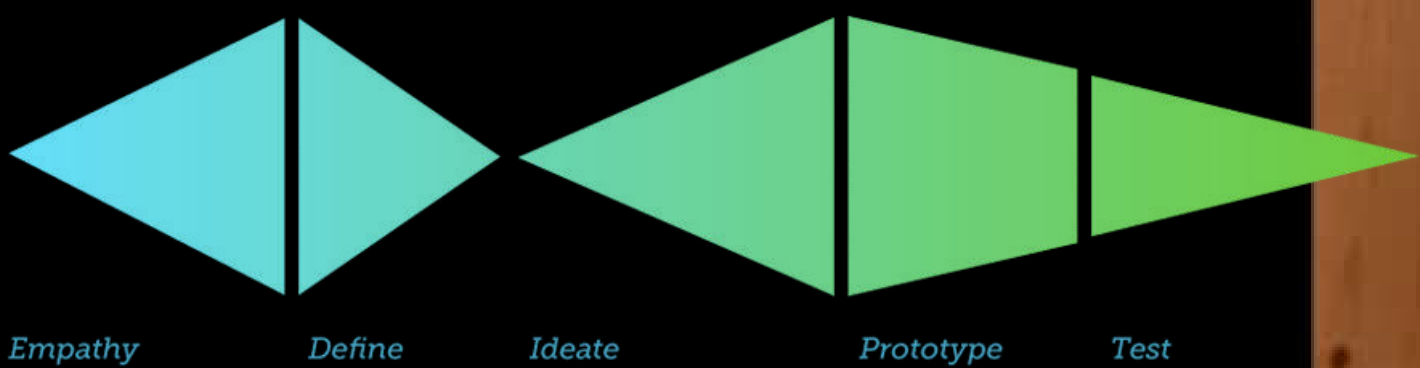
Ideate

**Skape en arena for å samle
kommersielle aktører i Risør
for å fremme samarbeid**









Oss her i Risør



Kilde: Gravitationstudio



THANK YOU!