

Companies and institutions:

- SAK - Hospital.
- Tourism - restaurants, hotels etc.
- Agriculture - MS, Kjarnafæði, Norðlenska
- Fisheries industry - Samherji, ÚA
- Technology - Stefna
- Industry - Slippurinn, Becromal etc.
- Media, local news websites, local TV other, channels of information.
- Almost no spokespersons for companies in the region, almost all sectors are represented by national associations from Reykjavik.

Families and inhabitants:

- Future jobs in the region.
- Struggle with the system, Educational and training opportunities.
Health care, Housing,
- Opportunities for youngsters, locally, nationally and internationally.
- Opportunities for different groups, gender (jobs mainly for males or females?) , ethnic background etc.

Associations and local groups:

- SAMNOR - Cooperation among secondary schools.
- Búnaðarfélag Eyjafjarðar - Farmer's organization
- SSNE - Association of municipalities, channel for discussion about development in the region
- Samtök atvinnulífsins - Reykjavik based Employer's Association)
- Samtök ferðapjónustunnar - Association of travel services.
- Meistarafélög in Akureyri - Local Trade Guilds

**VMA - Region North East Iceland
Issues for the territory:**

- Few inhabitants.
- "Competition" with the capital area.
- Not much cooperation.
- Tradition and conservatism.
- Defining future needs.
- Seeing things from a broader perspective.
- Decisions about infrastructure, keeping up services for few people.

**Schools, vocational training centers, universities.
Research and experimental centers:**

- VMA VET College
- MA Gymnasium school
- SÍMEY Lifelong learning centre
- HA University of Akureyri
- SSNE Association of municipalities, channel for development in the region
- RHA University Research Centre

Young people and adults in training:

- Family tradition
- Future skills
- Stereotypes
- Meeting the needs and wishes of the young people not only to "feed" the system.
- Is there knowledge of jobs and opportunities available.

Local, territorial and regional authorities:

- Akureyri Municipality / Akureyrarstofa / School and education committee.
- Ministry of education

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Mapping your territory February - March 2021