



Úlflijótsvatn

Stefnumótun

FRAMTÍÐARSÝN

Úlfjótsvatn er þekkt hérlendis sem erlendis fyrir að bjóða framúrskarandi skátadagskrá, fyrsta flokks aðstöðu til útivistar og gistingar með sjálfbærni að leiðarljósi og að vera leiðandi í útilífs- og útivistarfræðslu. Úlfjótsvatn er staðurinn sem allir þekkja og vilja vera á og aðlaðandi starfsvettvangur sem laðar að sér hæft starfsfólk og sjálfbóðaliða.

Inspired by the work of the Icelandic Scout Movement, Úlfjótsvatn is known in Iceland and abroad for offering an excellent scout program, first-class facilities for outdoor activities with sustainability as guiding principle, and leading youth into outdoor life and education.

Úlfjótsvatn is where everyone wants to be, an attractive workplace that gathers qualified staff and volunteers.



TILGANGUR

Undraland engu líkt

Að bjóða upp á ævintýri og fræðslu fyrir skáta og annað ungt fólk samkvæmt skátadagskránni.

A wonderland like no other

To deliver adventures and education for scouts and youth based on the scout method.



SLOGAN

Undraland
engu líkt

A wonderland
like no other

VALUES

Scouting
Adventure
Education
Empowerment
Sustainability

MARKHÓPAR

Skátar (Íslenskir og erlendir)
Skólahópar
Fjölskyldur
Hópar og fyrirtæki
Sumarbúðir
Tjaldsvæði



INFRASTRUCTURE (FACILITIES AND ENVIRONMENT)

Objectives

- Be compliant to all rules and regulations in place regarding the operations
- Develop and follow a realistic long term development plan
- Good functional agreement with other landowners and stakeholders



HUMAN RESOURCES AND MANAGEMENT

Objectives

- Develop and pursue a HR policy
- Active and reliable communication plan with other stakeholders
- Create and inviting environment for volunteers and staff



FINANCES

Objectives

- Be financially sustainable
- Transparent financial management / ensure our financial transparency
- Set financial goals and pursue them



PROGRAMME

Objectives

- Ensure an attractive programme all year round for all target groups
- Ensure safety and educational high standards based on the Scouting values



MARKETING

Objectives

- Find and adapt (the right channels) for the new generation
- Quality marketing material and consistent branding
- Be visual

