

A dark, topographic map of Iceland serves as the background for the entire page. The map shows the island's outline and internal contour lines, with a slightly lighter shade of blue-grey highlighting the central and southern regions.

# Community Consultation Survey Findings

June 2021

**KADECO**

KEFLAVÍK AIRPORT DEVELOPMENT COMPANY

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# 1 Introduction

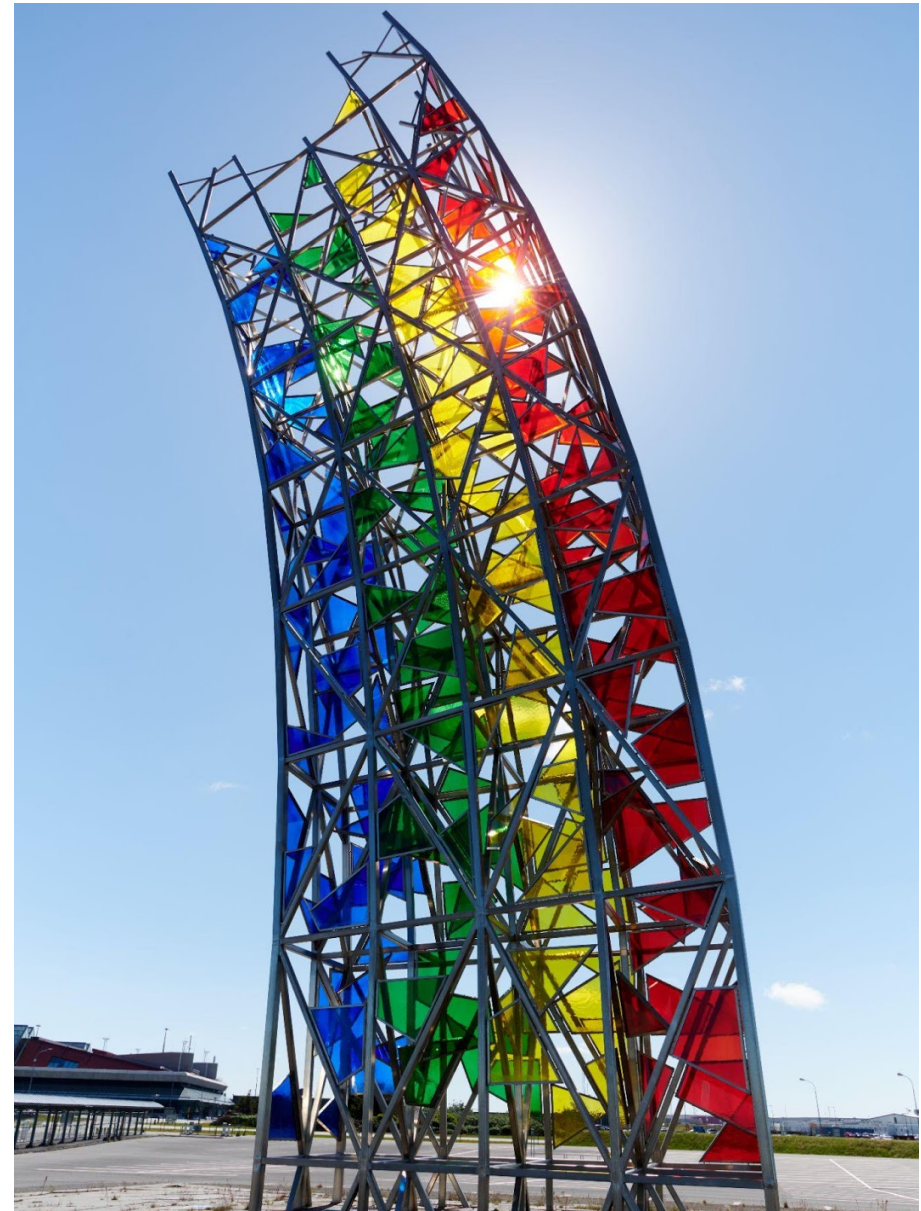
One of the main aims of creating a Masterplan for the area surrounding Keflavik Airport is to enhance economic and social opportunities for both residents and business in the Reykjanes region.

With the local community as a key stakeholder, Kadeco is keen to ensure that ideas and concerns of the people living and working in the area are considered from the outset of the project.

With this in mind Kadeco conducted a two-part community consultation exercise in March 2021. First a survey aimed at residents and businesses was conducted. The aim of the questions was to find out about the pros and cons of living and running a business in the area as well as what people think are the main threats and opportunities for the region.

The second part of the community consultation exercise was focused on engaging with representatives from institutions in the area. A meeting was hosted on 19th March where representatives from the Police, Reykjanesbær, Suðurnesjabær, Fire brigade, Heklan (the Regional Development Agency for Reykjanes peninsula) and the Harbour Authority participated in a discussion centred around regional development opportunities. The aim was to start a conversation about the region and key projects that are being undertaken and to explore potential synergies with the future Masterplan for the area surrounding Keflavik Airport.

This report explains the findings from the community consultation exercise. The aim is to give the reader a better understanding of the regional and local context and an inspiration for both enhancing the strength of the community and finding solutions to local challenges.



*The Rainbow by artist Rúi at the Keflavík airport*

## 2 Summary of findings

The findings from the consultation exercise give a good indication of the issues that the community of Reykjanes peninsula are facing. Overall people are very interested in the development of the Keflavík Airport area and recognise Kadeco as a catalyst for change. Below is a summary of key findings from the community consultation exercise.

### *The Airport*

While proximity of the international airport is considered an advantage and an opportunity, it is also a source of economic threats. First, opportunities and advantages mentioned by respondents include employment (the airport is by far the largest employer of the region). Furthermore, there are many opportunities recognised in linking existing infrastructure and natural resources to create varied opportunities which could attract both companies and residents. These are opportunities in the diverse industries, including tourism, fishing industry/the blue economy, food production and innovation.

Currently, the main threat is that the regional economy is overly dependent on the airport and related services. COVID-19 has exposed this weakness since joblessness has soared in the region which is experiencing one of the highest unemployment figures in the country.

Many see the proximity of the airport, harbour and fishing grounds as a great advantage for the area and possibilities in developing future opportunities.

### *Employment opportunities and training*

As mentioned above, the airport and related services have been an economic backbone for the region. Respondents raised concerns about



*The volcano in Geldingadalur*

this homogeneity of the job market and emphasised the importance of diversifying it. In particular creating opportunities for people with higher education. Respondents mentioned the need for improving education and training opportunities and would like to see big companies participate in training and educational initiatives.

### ***Sense of Place and the Community***

Residents value the natural beauty of the area and would like to see more emphasis on providing good outdoor recreational areas and public spaces, such as paths, parks and places where you can enjoy nature.

Lower housing prices and less traffic than the capital area are mentioned as key advantages of living in the region.

Respondents value the small size of the community and the tranquility of the place. The area is considered a family friendly community. However, quite a few respondents mentioned that there is a lack of civic space, cafés or places to go to with the family or friends to meet other people.

Respondents mentioned that there is a negative image of Reykjanes and prejudice towards residents of the area and expressed a longing to change this. In this context some mentioned that there needs to be an opportunity to cooperate more towards a joint vision for the region.

Residents find it important to improve the visual aspect in Keflavík. It is run down and needs cleaning. Providing shelter from the wind and improving the quality of the local environment with tree planting is considered an important part of improving the visual aspect and of improving the quality of public spaces for people to enjoy. It is important to connect Ásbrú to Reykjanesbær and improve the quality of the neighbourhood.

### ***Leisure, recreation and services***

While respondents were happy with the proximity to places and the services that are in the region there were also quite a few that mentioned the lack of leisure and recreational activities for all ages, but especially for young people and teenagers.

There are very few places where you can socialise with other people, such as community centres, inside play areas for children, restaurants and/or cafés. Many would like to see more opportunities to participate in cultural or sport activities.

### ***Proximity to the capital area and public transport***

Proximity to the capital area is both an advantage and a disadvantage. It is an advantage since it is a relatively short distance away, meaning residents can seek services, shops and recreational activities in the city. However this has meant that these amenities are lacking in the region. The lack of health service was especially mentioned in this context.

Quite a few respondents said that the public transport needs to be improved, both between the capital and key towns in the region and also within the region itself.

### ***Projects in the region***

The municipalities along with Heklan are working on an economic strategy for the region with a focus on diversifying the economy.

Heklan is working on a marketing strategy for tourism which will highlight the region's nature and geology. The region hosts a UNESCO Global Geopark and lately the volcanic activity in Fagradalur has firmly placed the region on the tourist trail.

The Harbour Authority is working on a strategy to 2030 for the ports and harbours in the region, including a fishing port and a cargo hub.

### 3 Survey

The survey was accessible in Icelandic, English and Polish. Individuals outside the region could answer the survey and each person could answer more than once. The survey was available online on the Kadeco website for a period of three weeks in March 2021. Social media and traditional media were used for advertising the survey.

The survey was divided into two parts. The first part was aimed at residents and received 412 responses while the second part was for businesses and received 11 responses.

Of the 412 responses received from residents, 43 were in Polish and 27 in English.

The majority of responses came from Reykjanesbær, or 78%, 11% from Suðurnesjabær, around 6% from Vogar and 5% from Grindavíkurbær.

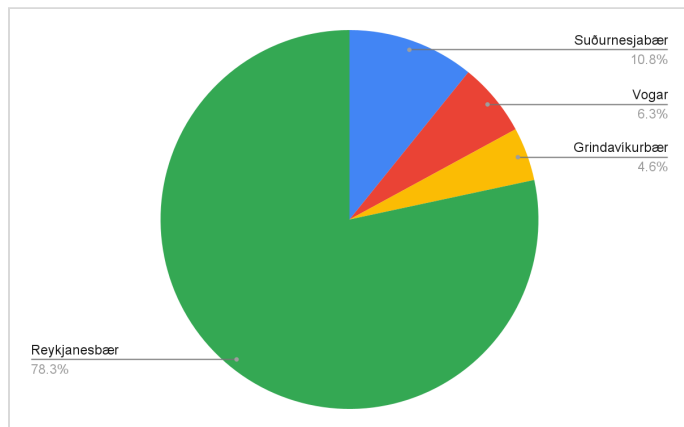


Image 1. Distribution of participants residency

Around 37% of participants were in the age group 40-55 years old, 33% in the age group of 25-40 years old. Around 22% of the participants are in the age group 55-67. 4,5% are in the age group 67 years and older, 2% of

the participants are in the age group 18-25 and under 1% under 18 years old.

Around 52% of the participants live as a family with children, around 8% of the participants are single parents, around 26% of participants live with their partner and around 14% live alone (see image 3).

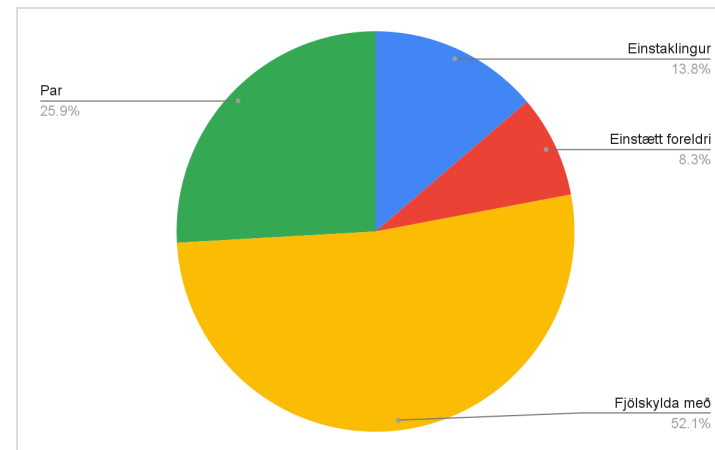


Image 3. Relationship status

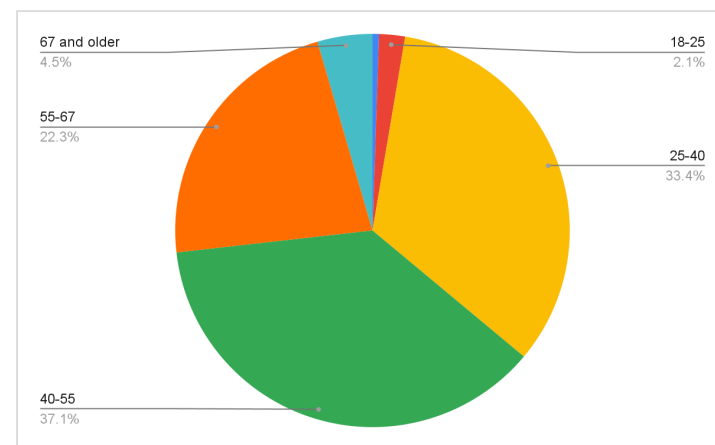


Image 2. Age groups

## 4 Survey findings - Residents

Following are the main findings from the residents survey.

The results reflect the main issues raised by the community. The order of the topics do not present importance, but the main objective is to reflect the issues that are raised by the residents. Many detailed, well-thought out and meaningful comments were provided and a number of key themes have been identified.

*The questionnaire raised the following questions:*

- What are the main advantages of living in Reykjanes compared to other regions?
- What are the main challenges of living in Reykjanes compared to other regions?
- What do you think is lacking from the area (e.g. entertainment, work or educational opportunities? Is it linked to a certain age group)?
- What is your favourite place in Reykjanes (e.g. if you had a foreign visitor coming to visit, where would you bring her/him?)
- What do you consider the main threats to the region, from an economic, environmental or a community perspective?
- What opportunities do you see for residents of Reykjanes which are not found elsewhere in the country?
- Do you have any other suggestions or thoughts that are relevant for the future development of the region?



*The lighthouse in Garðskagi*

## **Main advantages of living in Reykjanes compared to other regions**

Based on the questions asked in the survey the following are the main themes that appeared in the answers:

### ***Location***

Geographical location and the proximity to the international airport and the capital area are considered to be key advantages of living in Reykjanes. Many value living in a quiet environment, but in a relatively short distance from the capital city and important tourist attractions.

Several consider the proximity to fishing areas and harbours a strength.

### ***Services***

Many consider it an advantage to have key services nearby.

### ***Traffic***

Several mentioned having less traffic than the capital area being a benefit of living in Reykjanes peninsula.

### ***Infrastructure***

Residents value good existing road infrastructure.

Many respondents mentioned that they valued easy access to beautiful outdoor recreational areas and also praised good paths.

### ***Community***

People value the small size of the community, short distances between places and the calm and quietness that this entails. Reykjanes is considered to be a family friendly community with good schools and leisure activities. Its surroundings are considered family friendly with active sports life.

Many responded valued the fact the community is multicultural and considered it an advantage.

### ***Housing***

Lower real estate prices than in the capital area are raised as an advantage.

### ***Nature and cultural heritage***

Several value beautiful surroundings and good access to outdoor natural areas. Some mention the great visibility of northern lights from Reykjanes as an advantage.

## **Main challenges of living in Reykjanes compared to other regions**

*Based on the questions asked in the survey the following are the main issues raised by the community:*

### ***Health services***

Many residents reported that health services are severely deficient and would like to see increased emphasis and investment in health care and education.

### ***Employment***

Concerns were raised about a homogeneous economy and unemployment in the area. The need for increased employment opportunities for people with higher education was mentioned.

### ***Services/amenities***

Quite a few respondents mentioned that there is a lack of shops and services, such as supermarkets, good cafés and restaurants due to proximity to the capital area. Consistent with this theme, many consider



it an inconvenience to have to drive to the capital so often for these services.

Some noted there is too much fast food culture and few nice cafés and/or restaurants to go to.

Many respondents reported a lack of services for children, such as daycare being a challenge.

### ***Leisure and recreation***

Many consider it difficult to find things to do in their free time and miss having access to after work activities such as cultural or sport activities, including places or activities where one can socialise with other people. Leisure activities are limited for all age groups. However, quite a few respondents mentioned the lack of activities for teenagers and young people.

### ***Community***

Some respondents mentioned that a large portion of staff in local workplaces live outside the region.

A few respondents would like to see issues around immigrants and asylum seekers improved with more emphasis on integration. Many consider it challenging for an outsider to integrate into the community and feel a sense of belonging.

The towns in Reykjanes are scattered and disconnected, which some consider a challenge.

### ***Public transport***

Many residents raised concerns about the lack of public transport both connecting towns and neighbourhoods in Reykjanes and connecting to the capital area. The newer residential neighbourhoods (such as Ásbrú

and some new residential areas) are disconnected and thus residents, especially children, don't have the equal access to sports and other activities.

### ***Image***

Several respondents were concerned about the negative image of Reykjanes and prejudice towards residents.

### ***Local environment***

The quality of the local environment is poor and there is a lack of good public spaces, such as parks, paths or areas to sit down and enjoy the outdoors. Several residents mentioned that the quality of the local environment in Reykjanesbær is very low and considered it important to improve the town's visual aspect and image. Many noted that Reykjanesbær is dirty and many buildings are dilapidated and both gardens and public spaces are in need of maintenance.

Many consider wind a challenge and would like to see more trees to be planted which would help create shelters. Some consider noise pollution from the airport a nuisance.

Many residents consider recent earthquakes a challenge.

### ***Ásbrú***

Many pointed out several challenges concerning Ásbrú, such as low quality of the local environment, lack of public spaces and sidewalks and other infrastructure. Many consider Ásbrú very disconnected from Keflavík and raise concerns about the lack of leisure activities in Ásbrú. Improving Ásbrú was considered by many a priority.

## What is lacking from the area?

*Based on the questions asked in the survey the following are the main issues raised by the community:*

### **Employment**

Unemployment is a problem and many stress the importance of developing more diverse employment opportunities, such as for people with higher education. Supporting innovation was regarded by many respondents a priority.

### **Education**

Many consider there to be a lack of education opportunities and would like to see more emphasis on education and training opportunities in the area.

### **Health care**

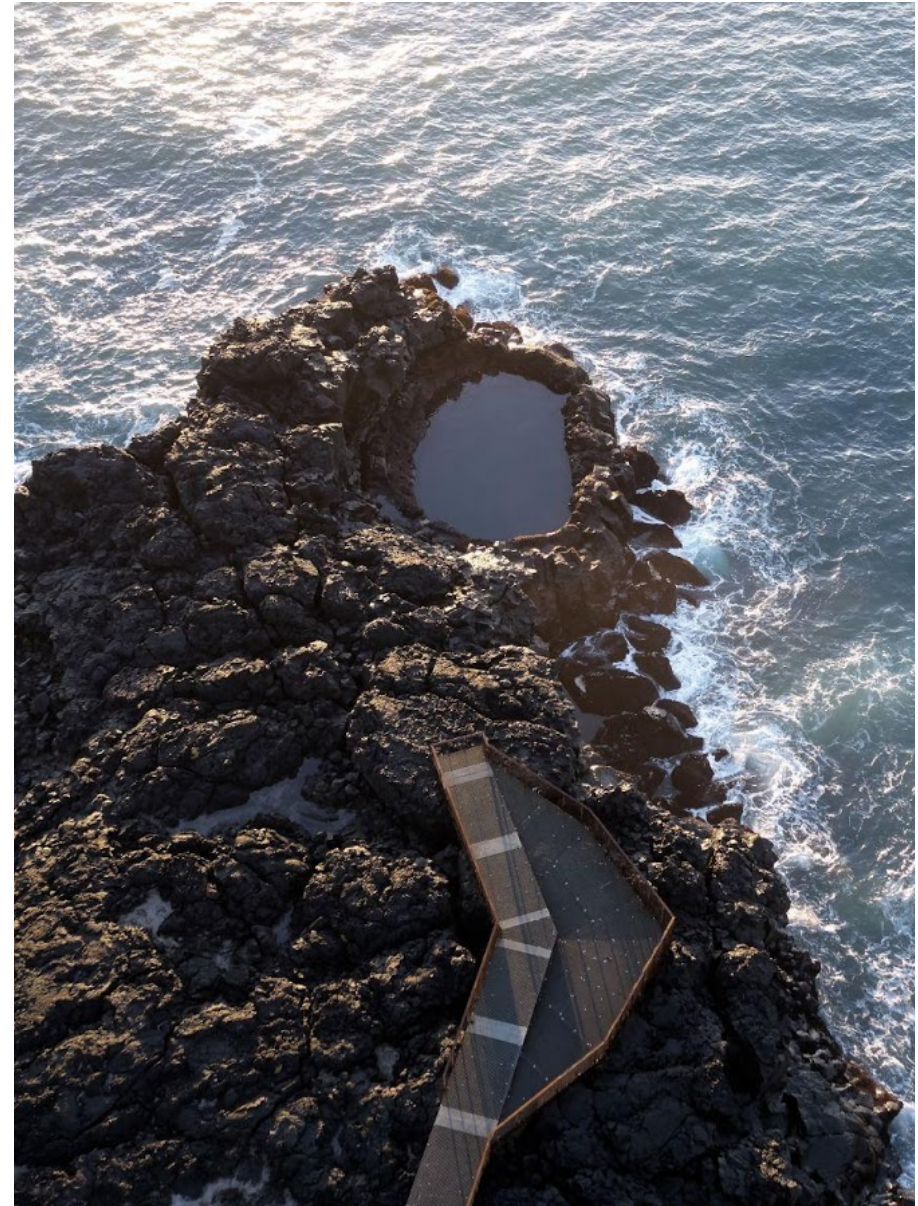
Health care is lacking and social services could be improved, such as services and facilities for disabled people.

### **Leisure and recreational activities**

Many note a severe lack of recreational opportunities for all age groups and would like more diverse leisure opportunities in the area, such as sports, arts, courses, and spaces where people can socialise and get to know each other. Many mention a special lack of activities for teenagers.

The weather can be a challenge and quite a few of the respondents mentioned the need for an indoor play area for children which they could avail of when the weather is bad.

Several concerns were raised about the lack of places to sit down with the family and/or meet friends, such as cafés, restaurants, ice cream shops. Ásbrú is considered severely lacking public space, playgrounds,



*Brimketill, in the Reykjanes peninsula*

even sidewalks.

A cultural centre and a place that supports innovation in the community is lacking.

### ***Image***

Many consider it important to improve the image of the area, such as through the promotion of innovation and entrepreneurship.

### ***Public transport***

The importance of improving public transport, both connections within the different neighbourhoods and areas in Reykjanes and with the airport and capital area were raised by respondents. Many find it important to improve public transportation to the KEF terminal to “downtown” Reykjanesbær and improve the public transport for workers and passengers.

### ***Local environment***

Trees are lacking. Tree planting would improve the appearance of Reykjanesbær and provide shelter from the wind. There is a lack of good public spaces, such as parks and playgrounds.

### ***Outdoor recreation***

It is important to continue building good walking and cycling paths and improve connectivity. Residents feel there is a need for a good outdoor recreation area.

## **Main threats to the region, from an economic, environmental or a community perspective**

*Based on the questions asked in the survey the following are the main issues raised by respondents:*

### ***Economy***

Many are concerned about the homogeneity of the economy, with unstable employment reliant mainly on tourism. Many view there is too much dependence on the airport.

Many noted the lack of employment opportunities for educated people as a threat. Substantial number of people in the area have higher education but opportunities are few and far between.

Several participants raise concerns about large companies, such as ISAVIA, and Icelandair, which depend on the airport and are important to the community, choosing to have their headquarters outside the region.

Other economic threats mentioned by respondents are heavy industry and the COVID 19 epidemic.

### ***Community***

There is a clear concern about the severe lack of local health care.

Many note that there is a negative image and prejudice against residents in Reykjanes which needs to be addressed and changed.

Some express concerns about the large number of young people that don't complete their studies.

Some consider it important for asylum seekers and/or foreign workers to integrate more with the community.

There is a recognition among respondents that there is much unused

human resources in the area and as well lack of opportunities for training and education. Respondents emphasise the importance for the labour market, education system and municipalities to join hands in reinforcing the professional preparation of unemployed residents.

### ***Environment***

Several respondents noted that pollution from heavy industry, such as from United Silicon in Helguvík, is an environmental threat.

Many considered earthquakes and volcanic eruptions a threat.

Several noted that there is a lack of public spaces. The quality of the local environment in Reykjanesbær is very poor and many consider it important to create incentives for improvement, such as for the renovation of houses and gardens. Many noted that the negative visual aspect in the area doesn't help in attracting new residents, companies and investors.

Many respondents mention the airport as a source of pollution.

Some respondents considered the lack of awareness of the exceptional nature in the area a threat.

## **Opportunities for residents of Reykjanes which are not elsewhere in the country**

*Based on the questions asked in the survey the following are the main themes were identified among the responses:*

### ***Airport and harbour***

Many residents recognise opportunities due to the proximity to the airport and harbours, in particular harbours in Helguvík, Sandgerði, Keflavík and Njarðvík. Also opportunities in developing further the ferry and ship connections with Europe.

There is an opportunity for further development of national airport infrastructure. The connectivity to other countries by air and sea provide good opportunities in production and logistics. Some respondents mentioned the possibility for the area to become a cargo-hub. Relating to this point, it was mentioned that there is an opportunity to attract companies to the area, especially companies that specialise in cargo and logistics. There is an opportunity to develop internal flights in Keflavík airport. Train connection between Keflavík airport and the Capital area was also mentioned as an opportunity.

Respondents mentioned opportunities in attracting stronger companies to the area, such as logistics companies. Many considered it important to market the existing qualities and infrastructure and opportunities in the area to entrepreneurs.

A few respondents mentioned opportunities in increasing local processing of marine products, with emphasis on innovation in the field. Furthermore, residents talked about opportunities in local production, such as aquaculture, production of vegetables and medicinal herbs, and hemp production. Residents also recognised further opportunities in the tourism industry and development of data centers.

### ***Training and education***

Many residents would like to see companies in the area, such as Isavia, participate in local education initiatives. Relating to this, an idea mentioned was the creation of an educational training centre which focuses on employment opportunities in the airport and aviation sector.

Many mention the importance of improving access to general education, training, and courses for adults especially in the Icelandic language. There are many foreigners with higher education who might be able to contribute more to the economy and community if they could learn the

Icelandic language faster.

### ***Innovation***

Some residents want to see more emphasis on innovation, and note especially innovation related to local nature and resources, which can lead to the creation of opportunities in the scientific and technological field.

### ***Natural resources***

Residents noted that local resources (e.g. electricity, proximity to fishing grounds, hot and cold water) and existing infrastructure (e.g. harbours, international airport) create an opportunity to build on and develop further sectors such as aquaculture and data centers. Many expressed an opportunity in further utilisation of electricity resources.

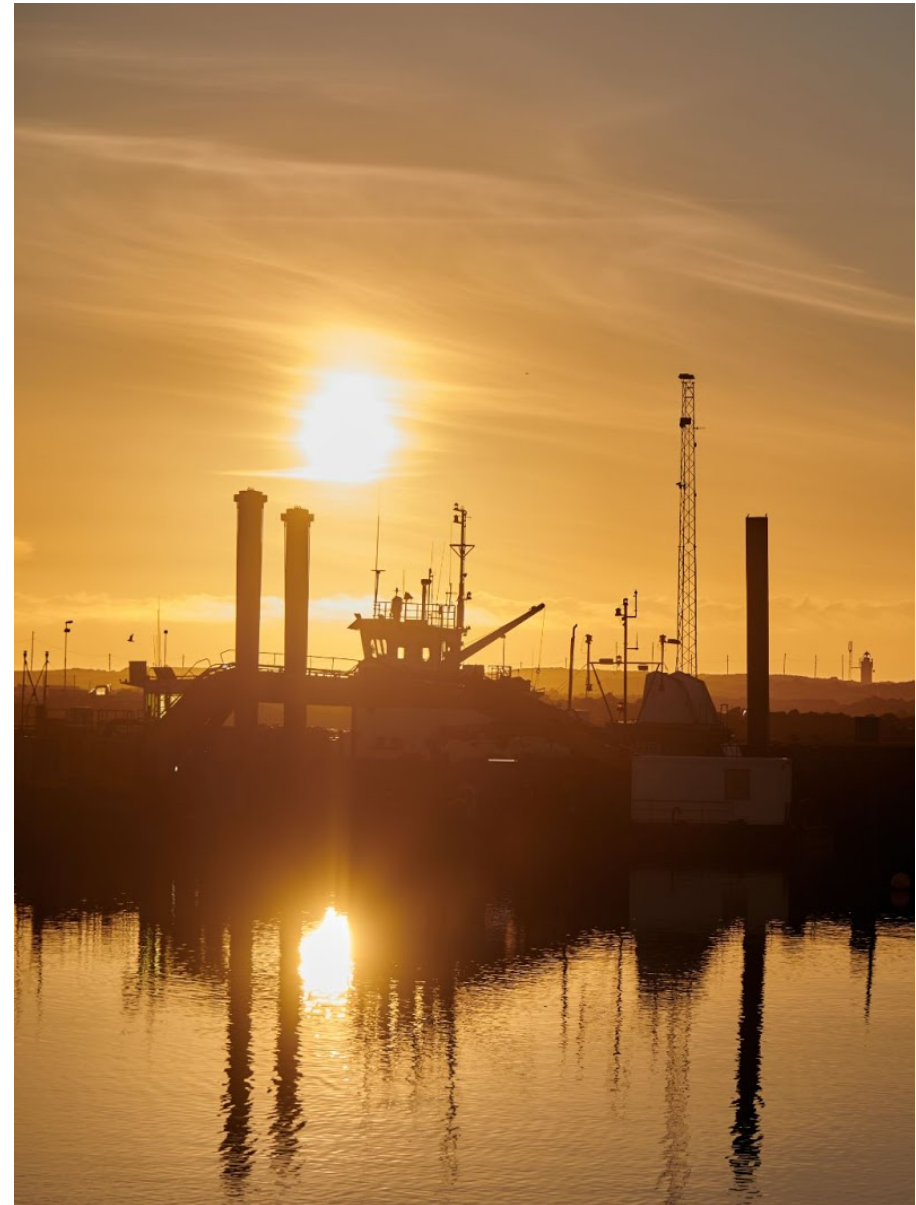
Some respondents recognised opportunities in the development of wind farms for energy generation.

Some respondents noted an opportunity in building a local history museum in the area, focusing on aviation history and US military presence.

### ***Land use***

Some respondents noted that land availability is a resource not found elsewhere. Having plenty of land available for development is an opportunity for economic development. In this context it was mentioned the importance of attracting big service and production companies to the area.

Some respondents expressed that there is a clear opportunity to improve Ásbrú. For example, to connect Ásbrú to Reykjanesbær and improve infrastructure, such as roads, sidewalks, and public spaces and services within Ásbrú.



*Fishing boats in Reykjanes*

### ***Community***

Respondents mentioned that there is an opportunity in connecting the towns in Reykjanes and improving cooperation - Reykjanes needs some "team building". Some respondents talked about the importance for everyone to be heading in the same direction. Some considered the uniting of municipalities as an opportunity in strengthening the area. Public consultation is considered an important aspect in future decision-making regarding the development of the area.

It was pointed out that there is an opportunity for Kadeco to be more involved in the community as the company is a key actor in the development of the area.

Many respondents considered that there is an opportunity to induce interest among young residents in their community and involve young people in the development of the future of Reykjanes.

Many residents view the multicultural character of the community due to proximity to the airport as an opportunity, such as with the creation of an international food and handicraft market.

### ***Tourism***

Many respondents recognised that there is an opportunity for the region to develop more tourist attractions for travelers that come through Keflavik Airport.

Many respondents value Reykjanes UNESCO Global Geopark and consider it an opportunity for further development. There is an opportunity to improve tourism infrastructure, such as improving access, signalling and services. It was pointed out that there should be more emphasis on nature and landscape based tourism.

There was a suggestion of building a geology research centre in the area.

### ***Outdoor recreation***

There is a recognition of opportunity in improving outdoor recreation infrastructure, such as paths connecting different towns or areas. A path that connects Ásbrú, Hafnir, Grindavík, Vogar, Njarðvík, Keflavík, Sandgerði and Garður.

Further there is an opportunity in improving signs at interesting locations with information about local nature, history etc.

Some respondents noted that there is an opportunity in creating a geothermal beach and building facilities for chosen locations for sea swimming.

### ***Leisure and recreation***

Respondents saw an opportunity in placing more emphasis on varied recreational activities for all ages, such as cultural activities and sport.



*Sea cliffs at Reykjanes*

## 5 Survey findings - companies

Eleven companies participated in the survey, both large and small and from different sectors. All of them are located in Reykjanes.

*The questionnaire raised the following questions:*

- *Why is your company located in Reykjanes? Which are the main benefits or challenges of running a company in Reykjanes?*
- *What opportunities do you see in running a company in Reykjanes? Are there for example any unused opportunities in the area which could benefit the company?*
- *Do you use local identity/characteristics in the company branding or marketing, such as landscape and/or history? Please, explain.*
- *If you were to relocate your company to another area, where would you relocate to and why?*
- *For companies that are not located in Reykjanes - have you any plan of relocating your company to Reykjanes? What would be the main incentives for relocating to Reykjanes and what would prevent it?*



*Coast of Reykjanes*



## **Why is your company located in Reykjanes? Which are the main benefits or challenges of running a company in Reykjanes?**

The main reasons mentioned by respondents for being located in Reykjanes is because of the proximity to the airport or due to being connected to the area as a local resident.

### ***The main benefits of running a company in Reykjanes are:***

- Proximity to the international airport.
- Opportunities for growth and development.
- The weather.
- Large area and wide distribution of residents.
- Interesting history of Reykjanes, especially regarding past army presence.

### ***The main challenges of running a company in Reykjanes are considered to be:***

- The negative image of the area.
- The Government's negative attitude towards development near the airport.
- Lack of space for small or medium car rentals in the airport area.

## **What opportunities do you see in running a company in Reykjanes? Are there for example any unused opportunities in the area which could benefit the company?**

### ***The main opportunities identified were:***

- The development strategy for the airport area addresses many unused opportunities which involve attracting Icelandic and foreign companies to the area.

- Build a parking house to rent parking spaces to smaller car rental companies.
- Improve the image of the area, including among residents.
- Put more emphasis on history when making tourist attractions.
- More emphasis on developing luxury tourism. There are opportunities in serving private airplanes.
- Building an innovation centre.
- Opportunities in using geothermal energy.

## **Do you use local identity/characteristics in the company branding or marketing, such as landscape and/or history? Please, explain**

Some of the respondent had been using specific characteristics of the area in their marketing or branding, such as:

- Being part of a UNESCO Global Geopark.
- Proximity to the international airport and thus to other countries.

Some companies do not use local characteristics in their marketing, but see an opportunity in more cooperation with ISAVIA in marketing for the airport and airport services.

## **If your company were to be relocated to another area, where would you relocate to and why?**

No respondent had a plan to relocate, but one mentioned that if the company would relocate it would be to Reykjavík.

**For companies that are not located in Reykjanes - have you considered relocating your company to Reykjanes? What would be the main incentives for relocating to Reykjanes and what would prevent it?**

One respondent noted that the incentive to locate business in Reykjaness is because it would be economically advantageous due to overheads, however it was also noted that it might be difficult from a human resource perspective.

**Other comments**

Companies were given the chance to give any other comments that could be useful for the development of the area.

As a general comment it was noted that it is important for companies and residents to be informed about Kadeco's strategy and plans for the area. A point was made to focus on the region, not just the land that is being considered for development. Also, it was mentioned that Kadeco should cooperate with local stakeholders and furthermore, it was emphasised that Kadeco is in the position to connect ISAVIA to local interest.

## Favourite place in Reykjanes

Respondents identified many places that they considered their favourite in Reykjanes. Many respondents described interesting routes which include stopping at interesting tourist attractions or other less known places. The following table lists the places mentioned by respondents in the survey.

PLACES
Reykjanes UNESCO Global Geopark
Garðskagaviti (lighthouse)
Reykjanesviti (lighthouse)
Blue Lagoon
Bridge between continents
Gunnhver
Valhnúkar
Brimketill
Leiri
Kleifarvatn
Lighthouses in Garður
Skessuhellir (especially for children)
Vigdísarhellir
Reykjanestá
Sandvík
Hvalsnes
Seltjörn

Hljómahöll
Lava in Krísuvík
The area between Hafnir og Reykjanesviti
Krísuvíkurborg og Hafnarberg
Sog and Þjófagjá
Ósaboðnar
The coast from Garðskaga and towards Kleifarvatn
The thermal areas and viewpoints from the mountains in the middle of Reykjanes peninsula
Hike to Þorbjörn
Hike to Keilir
Beach in Sandgerði (although access is difficult because of fences)
Beach in Vogar
The small zoo in Njarðvík
The ocean view you get downtown in Keflavík - a quiet and sheltered place to enjoy a beautiful view
Walk along the coast in Reykjanesbær
Stapi in Innri Njarðvík
EXPERIENCES
Wilderness
Black sand
Proximity to the sea
Lava

Geothermal activity
Ocean
Geological phenomenons.
Lighthouses.
Sea cliffs
Northern light in Garðskagi
Watching gannets and seals fishing
<b>CULTURE</b>
Museums
Duus museum
Museum of Rock & Roll
Viking World Museum
The old US army area
Nice restaurants in the area
Harbour life in Grindavík and Keflavík
Vatnaveröld (swimming pool)
Swimming pools
Visit to a fish processing company
<b>ROUTES</b>
The Reykjanes Circle Route
The coast from Garðskagi to Kleifarvatn
The area from Gunnuhver to Reykjanesviti and to Sandvík
Seltjörn - Reykjanesviti - Garðskagi - Keilir

Drive through Suðurstrandavegur
Keflavík - Reykjanesviti - Grindavík - Sandgerði - Hvalsnes - Keflavík
Reykjanesbær - Garður - Sandgerði - Hvalsnes - Hafnir - Grindavík - Krýsuvík - Þorlákshöfn
Gunnuhver - Reykjanesviti - Sandvík
Grindavík - Garðskagi - Reykjanesviti - Gunnuhver, bridge between continents - Grindavík - drive through Suðurstrandarvegur to Krýsuvík - Blue Lagoon
Ásbrú - Reykjanesviti - Gunnuhver - Hafnir - Sandvík - Reykjanesviti - Brimketill - Grindavík - Garðskagi
Garður - Sandgerði - Reykjanes - Grindavík - Blue Lagoon - Reykjanesbær
Old town in Keflavík - Garður (Garðskaginn) - Sandgerði (harbour) - Stafnes (church, harbour) - Þórshöfn (gálgaklettur and the submarine sound surveillance centre that was a Top Secret US Army location) - the location Jamestown stranded around in 1881 - Hafnir (the settlement hut and the history of the village) - Reykjanes (Hafnaberg, the bridge between continents, Reykjanestá, Brimketill) - Grindavík (Blue Lagoon, Þorbjörn, harbour area, Hópsnes, Festarfjall) - the new lava field - Selatangar - Húshólmur, the geothermal areas by Krýsuvík - Vogar (Vatnsleysuströnd, Staðraborg, Kálfatjarnarkirkja (one of the oldest rural churches in the country) - the village itself and tell its story - Vogastapi and the beach below - the old national route over Stapinn - Snorrastaðatjarnir and Sogin with all its natural beauty - Sólbrekka and Seltjörn, Njarðvík (Kópan, Hákotstangi, Hiking trail along the coast, old ruins around the pond, Stekkjarkot) - Keflavík Airport and the old defense area, including the Patterson area



*Kleifarvatn*

## 6 Meeting of representatives from institutions in the region

A meeting was hosted for representatives from the following institutions: Reykjanesbær, Suðurnesjabær, Harbour Authority, Heklan Regional Development Agency, the Police and the Fire department. Due to Covid-19 this was a virtual meeting that took place on the 19th of March.

Generally the participants were very interested in the project that Kadeco is undertaking around Keflavík Airport and the development of a Masterplan for the area. They stressed the importance of linking up strategies and other projects that are happening in the region. In this context, consultation and ongoing dialogue between Kadeco and the private and the public sector in Reykjanes is highly valued.

### *Economic strategy for the region*

The municipalities and Heklan are working on a regional economic strategy looking towards the next five years with a focus on the “blue economy” (sectors that are related to and/or depend on the ocean). This is for the whole Reykjanes peninsula.

### *Circular economy*

The location of Helguvík is being considered for economic activity centered around the blue economy, using the ideas from the circular economy. Ideas are being modeled on developments at Svartsengi. Another idea is to build an energy plant that burns waste.

### *Tourism*

Heklan is working on a marketing strategy focusing on nature and highlighting outdoor recreational activities in the region. The area is renowned for geology and nature. In 2015 The Reykjanes UNESCO Global Geopark was established. More recently, the volcanic activity that

started in March in Fagradalur has placed the area firmly on the tourist map. This is similar to what happened after the Eyjafjallajökul eruption in 2010 and marked the beginning of the Icelandic tourist boom that kept going until COVID-19 and is expected to pick up pace again when the pandemic is under control.

### *Municipality plan in Suðurnesjabær*

Suðurnesjabær is working on its municipality plan. The work is expected to take 2 years.

### *Harbours and ports*

The Harbour Authority is working on a strategy to 2030 that includes plans for three key ports/harbours. First the harbour in Keflavík will service smaller boats and recreational users while the port Njarðvík will service the fishing industry. Thirdly, the plan for the Port of Helguvík is to have facilities for large cargo ships. There is also a plan for a shipyard - in this context the connection to the airport is very important since it is expected that part of the workforce related to the shipyard will be coming from abroad.

### *Police and the fire brigade*

Both representatives stressed the importance of being noted and/or consulted on developments around the airport and along the corridor (route 41). These two institutions are responsible for safety in the region. Their biggest concern these days is security of supply of both water and electricity. The volcanic activity in Fagradalur has highlighted the fragility of the system.



*Sogin, a geothermal area in The Reykjanes peninsula*