

Tromsø Guideforening

Annual Plan 2026-2027

Mission

The purpose of the association is to improve the quality and sustainability of guiding services in Tromsø through:

- Cooperation between guides, companies, the local community, and authorities
- Education, training, and professional certification of guides
- Promotion of responsible tourism, safety, ecology, and improved infrastructure
- Representation of guides' interests toward the municipality and relevant institutions
- Support for fair working conditions and high ethical standards

Scope

Our primary focus is on guides working around the city of Tromsø. However we believe, we can contribute on a regional level by collaboration with other entities, and by supporting guides regardless of their affiliation.

What we are and how we operate

We are a Non Profit Organization. TGF gets finances mostly from the memberships, public grants and course fees. The eventual profit that exceeds the operational expenses, is to be reinvested in projects within the association. A financial summary of the year's economy is presented at the General Assembly.

How we are constituted

The TGF is an association run by the board, which is elected annually at the General Assembly. The current Board is constituted by 7 board members and 2 substitutes, and was elected at the last General Assembly held on the 23rd of March 2026.

Any guide can become a member by filling the registration form and paying the annual fee. The conditions for becoming a board member can be found in the Bylaws.

2026-2027 working plan

For this year, the board has come up with the following working plan:

1. Establish the mission of the TGF and the priorities of the year - April

2. Define the working plan based on the following priorities: education program, community, communication and outreach.

Specific plans for every line of work

a. Educational program

- Apply for funding to get the education program running - March 26
- Design and implement at least 3 courses: May - November 26
- Gather feedback and report results after the courses: January - March 27

b. Community

- Create a code of conduct with values that should be shared within the guiding community: April - August 26
- Facilitate networking through volunteering and support for guide initiatives.
- Setting up a WhatsApp group for general support for our members: May 26
- Organize dugnad days to clean leftovers from the season: March - July 26
- Create a list of recommendations and contact points for guides: March - September 26

c. Communication and outreach

- Establish communication bridges between guides and authorities and local representatives.
- Contribute to an **<approved by>** seal between TGF, Tromsø Kommune and Visit Tromsø.
- Create a benefit scheme between TGF members and local businesses: January - October 26

3. Define responsibilities within the board and members

- Each member of TGF must follow the code of conduct.
- Each member of TGF has the responsibility to contribute at least 10 hours a year on one of the initiatives as volunteers.
- The board members will coordinate the initiatives as follows:

- a. Petr
- b. Martin - Dugnad
- c. Sophie - General Advice
- d. Lorenzo
- e. Robin - Community Building
- f. Åse - Community Building
- g. Pablo - Education Program Coordinator

Substitute board members

- h. Zoe - Social Events
- i. Bernard

4. Elaborate a season report to present to the General Assembly in March 2027

New proposal of working plan

Context

In April 2026, the board defined TGF's mission and priorities for the year, structured around three lines of work: education, community, and communication and outreach. This document outlines the working plan derived from those priorities.

Objectives by line of work

1. Education

Raise the professional standard of guiding in Tromsø by building a solid, well-funded education program for guides.

2. Community

Strengthen ties within the guiding community through shared values, networking, and mutual support among guides.

3. Communication and outreach

Build stronger connections between guides, local authorities, and businesses to support a more sustainable guiding sector in Tromsø.

Actions 2026-2027

Education

- Apply for funding to launch the education program — March 2026
- Design and deliver at least 3 courses — May-November 2026
- Gather feedback and report on results — January-March 2027

Community

- Organize dugnad days to clean up after the season — March-July 2026
-
- Set up a WhatsApp group for member support — May 2026
- Create a list of recommendations and contact points for guides — March-August 2026
- Facilitate networking through volunteering and support for guide initiatives — ongoing
- Create a code of conduct with shared values for the guiding community — April-August 2026

Communication and outreach

- Create a benefit scheme between TGF members and local businesses — January-September 2026
- Contribute to an "approved by" seal between TGF, Tromsø Kommune, and Visit Tromsø — timeline TBD
- Establish communication channels between guides, authorities, and local representatives — ongoing

Closing the cycle

- Prepare a season report to present at the General Assembly — March 2027