

# Cittaslow

The Icelandic group went to  
Djúpivogur to learn about  
cittaslow




*cittaslow*



## What is cittaslow ?

- **Cittaslow** is an organisation founded in Italy and inspired by the slow food movement
- Respects the small and local in a globalized
- Tries to escape the hustle and bustle of everyday life, slow down and focus on the quality of life and the good life
- Try to nurture the unique, local identity that sets them apart from the rest of the world and concentrate on the local products and ingredients.
- Tourists are not greeted as tourists but welcomed as guests and friends.



## Djúpivogur

100 km from our town Höfn

- Djúpivogur is a small village and covers the southernmost part of Iceland's East Fjord. It is an energetic and progressive community of 500 people, earning their livelihood from the land and sea.
- Djúpivogur considers uniqueness as a strength.
- There they respect human values, nature and cultural heritage are conserved and eco-friendly businesses are supported.





# Djúpivogur

- Today, Djúpivogur focuses on offering an attractive and supportive community.
- They seek to create interesting opportunities for local business and food development.
- They encourage the residents and guests to slow down once in a while and pay attention to their surroundings and fellow men.
- Embrace the moment.
- This lifestyle really applies with the global goal 12 with responsible consumption and production



Stefna og reynsla á Djúpavogi  
Greta Mjöll Samúelsdóttir - Verkefnastjóri atvinnu- og kynningarmála í Múlabíngi







At Djúpivogur 12.04.2021



**Skinney – Þinganes**

Fishing company at Höfn

## Global Goal 12

Responsible Consumption  
and Production



Arna Ósk, Guðrún and Karen Ása





# Skinney – pinganes HF. (SP)

- The operations of Skinney-pinganes hf., consist of food production in the broadest sense incl. fishing, fish processing and sales, real estate operations and leases, participation in other companies, lending activities and other related activities.
- The company builds 2 pelagic fishing vessels, 4 multi-fishing vessels and 1 liner.
- Catch quotas from various commercial stocks in Icelandic waters.
- Diverse fishing and technologically advanced fish processing.
- 3 Factories: In Krossey (pelagic fish, catfish and lobster) and Ósland in Höfn (fishmeal factory) and Þorlákshöfn (specialized catfish processing)
- The company operates its own sales operations in addition to owning shares in sales companies
- The company has about 320 employees

*C. Jon Steinar Semundsson*



# How does SP work with the Global Goals?

*"The Icelandic fisheries management system is an example of very efficient utilization of resources, but fishing has been a cornerstone of the Icelandic economy and for the food supply of Icelanders for centuries. The fisheries management system is based on extensive research into fish stocks and marine ecosystems. Many commercial stocks in Icelandic waters have been certified according to standards that are in accordance with international conventions on fisheries sustainability. "*



# How important is it for SP to follow Global Goal 12?

- Responsible fishing is the basis of all the company's work
- The company operates in accordance with applicable laws and regulations on fishing and handling of marine resources
  - The aim is to ensure the sustainable and responsible use of marine resources
- Member of Icelandic Sustainable Fisheries
- MSC certification
- IFFO RS certification lol
- Responsible fishing ses (Iceland Responsible Fisheries)



# MSC (MARINE STEWARDSHIP COUNCIL)

- What is the MSC | Marine Stewardship Council
- Certificationoffice Tún handles the certification of sustainable utilization of fish stocks and traceability of marine products according to the certification rules of the Marine Stewardship Council (MSC) in Iceland.
- MSC certification is the most widespread and most practical certification system in the field of sustainable marine use. Some of the main commercial stocks in Iceland are now MSC certified and over two hundred Icelandic companies are certified for processing and trading in MSC certified products.



# What has SP done to fulfill Global Goal 12?

- **Responsible fishing is the basis of all the company's work →**
- The company operates in accordance with current laws and regulations on fishing and handling of marine resources with the aim of ensuring sustainable and responsible utilization of marine resources.
- The company has established an environmental policy
- Membership in Sustainable Fisheries
- Agreement with Responsible Fishing ses
- Implementation of various quality systems, e.g. MSC - emphasizes the strict requirements for raw material handling



# What is being doing to protect fisheries?

- SFS's social policy:
- It is a major economic and social interest for the Icelandic nation that the condition of fish stocks is good and information on fishing and access to marine ecosystems is reliable, traceable and transparent. Responsible and good handling of nature is a condition for fish stocks in Iceland to continue to be utilized in a sustainable manner.
- Increased greenhouse gas emissions have led to climate change and global warming. The sea absorbs the heat and warmth that affects ocean currents and living conditions in the ocean. The sea also absorbs a large part of the carbon dioxide that is released, which leads to ocean acidification. The climate situation is therefore a threat to the fishing industry in the Arctic and around the world.
- We want to strengthen research in the ecology and chemistry of the sea and increase the understanding of the effects of global warming and acidification and plastic pollution on the marine environment.
- Innovation and investment are important prerequisites for environmental success. Innovation also lays the foundation for valuable jobs in the fishing industry and related industries. It then contributes to continued development and maintains good results in the field of the environment. The Icelandic fishing industry will continue to take part in this journey. Innovation creates opportunities that no one sees, so we will continue to analyse them, use data and invest in ways and solutions to do better and better.



Thank you

[skipamyndir.com](http://skipamyndir.com)





Nettó



Ástrós, Harpa, Eydís og Tómas





## About Nettó

- Nettó is a store with quality products
- The product selection in Nettó stores is large
- Nettó imports many of its brand such as Änglamark, Coop, Xtra, Maku and Sistema



# Nettó and the global goals



- Nettó is thinking about the global goals.
- The food that becomes useless goes into composting.
- The company has stopped using plastic bags.

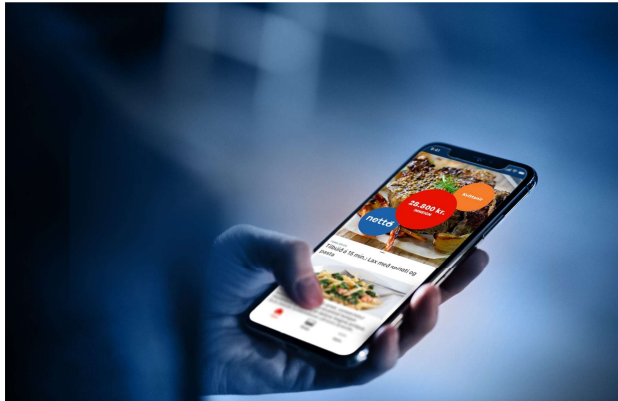
Verið velkomin í netverslun

nettó

## Environmentally friendly

- Nettó buys only cosmetics that are environmentally friendly.
- They put discount coupons on the expiring products.
- They educate their employees about their policy on the global goals.





# Nettó Website and app

- Nettó has a [webpage](#) and has created an app
- This was done to simplify people's purchases
- On the website you can see how much kilograms they have saved from waste this year
- On the app you can see when some products have a discount

5 9 7 8 3 , 2 2 9 kg

Kiló af matvælum sem við höfum bjargað frá sóun á þessu ári

Undanfarið 13 ár hefur Nettó einbeitt sér að því að draga úr sóun og minnka kolefnisfótspor sítt. Árið 2020 er ef til vill metnaðaryfirlita ár Nettó hingað til. Nettó stefnir að því að minnka matarsóun frá verslunum sínum um auka 50 tonn sem gera samtals 260 tonn árið 2020



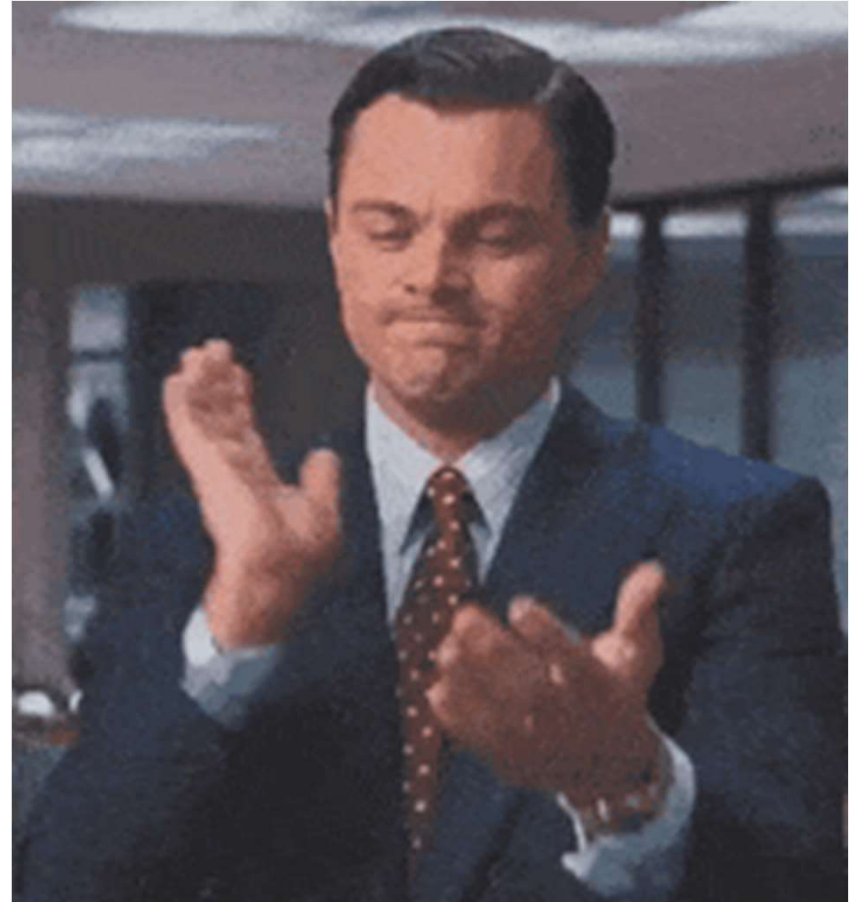
# Nettó's goals for 2021

- Reduce waste by 50 tons
- Eliminate waste in meat departments
- To carbon offset the company
- Implement a plastic box in an online store and reduce sold carrier bags by 50%
- Eliminate disposable plastic from all stores (cups, tubes, etc.)
- Eliminate plastic in baking on site
- Eliminate printed receipts from stores.
- Reduce billing by 50%
- Establish waste sorting at all establishments



THANK YOU!!

TAKK FYRIR OKKUR !!



# Glacier Adventure

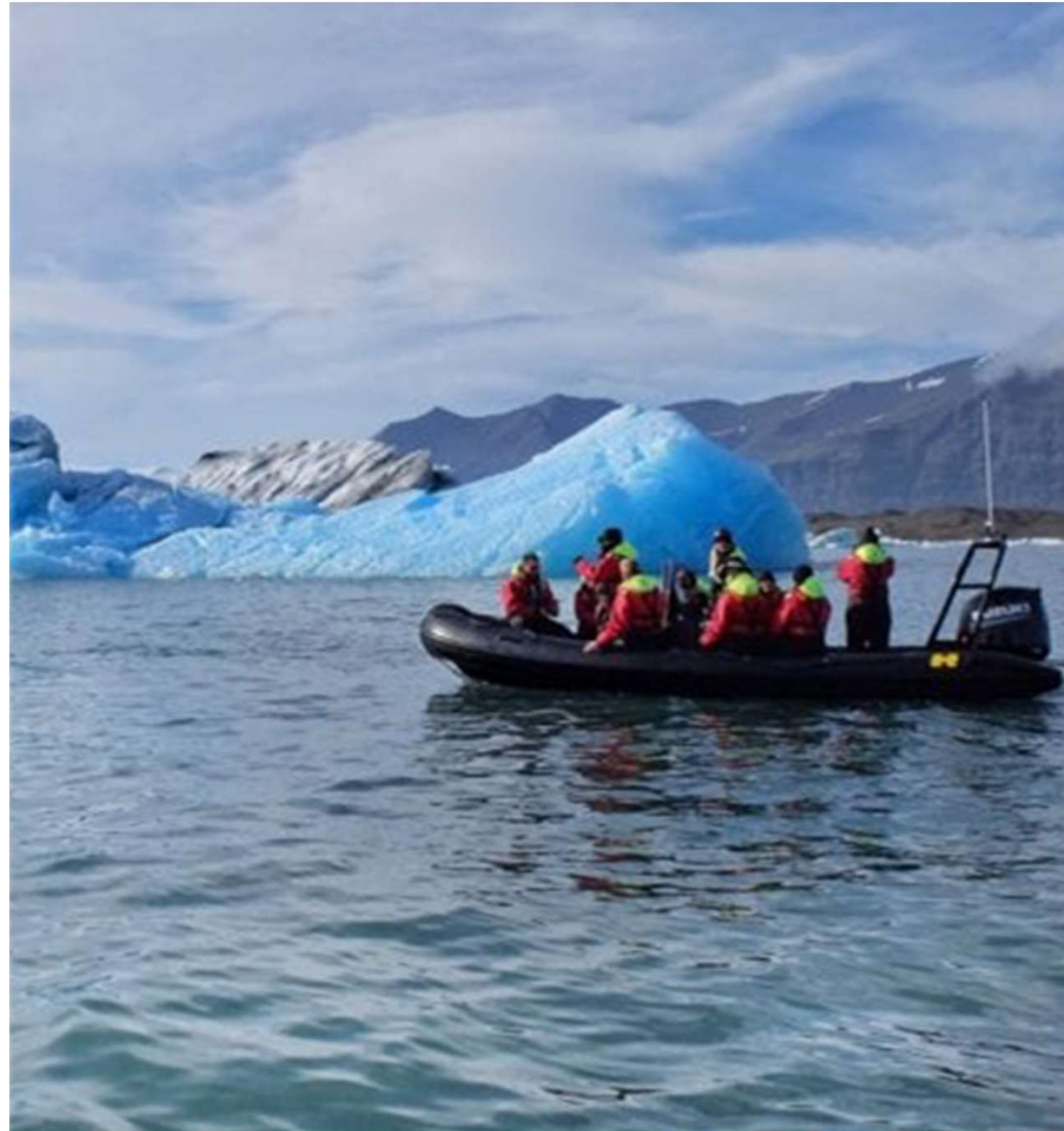
Aníta, Júlíus, María





## The company

- The company [Glacier Adventure](#) offers tours on the beautiful glacier Vatnajökull.
- The company's facility is placed in a farm called Hali which is about an hour drive southwest from Höfn
- They offer tours including glacier walks, mountain climbs, snowmobile trips, and kayak, hovercraft and zodiac tours on the ice lagoon also many more fun activities.



## How does the company work with the global goals about responsible consumption and production

- Track their carbon emission and see where they can reduce that.
- They try to pick out renewable things rather than not and when they buy equipment, they take the better pick for the environment.
- They are a part of a project called "kolvidur" which is based on sequestering carbon against emissions of the company.
- Glacier Adventures are a member of [Festa](#), an association for sustainability, with regard to climate change.



How does the company preserve the icelandic nature and it's natural resources?

- The have their own water hole with hot water.
- Get their power from the power companies Rarik and Orkusalan.
- The have a hybrid car to travel between Höfn and Hali.
- Are replacing the old busses with new ones.
- Always pick the car with the least consumption to og to trips.





## Ice caves as a limited resource

- Ice caves have a lifespan and usually disappear and then reproduce again
- If the weather continues like the last few years, then there wont be any ice caves in Iceland in the future
- Ice caves can only accommodate a certain amount of visitors at a time
- There can not be many people inside the same ice cave at the same time.





# Plans in the future to complete global goal



- To get better overview of the consumption and production that takes place at the company.
- Continue to sort all waste and purchase policy as well as an environmental policy.



Thank you for listening



Nordplus