

Visit Reykjavík

Sustainability Policy

Reykjavík City welcomes almost all foreign visitors to Iceland. This is both a big responsibility and a great opportunity to make an impact.

Sustainability is a central concern for the fast-growing Icelandic tourism industry. Visit Reykjavík aims to be a leading role model for this sector and for society as a whole.

The four pillars of our sustainability policy are: **Responsible working practices, Positive community impact, Employee support** and **Respectful treatment of the environment**.

Responsible working practices

- **Information** – We provide impartial and reliable information in a professional manner. Our service is accessible and responsive. We educate visitors about responsible travel behaviour, provide information about safe travel and help distribute the tourist load more evenly.
- **Customer protection** – We guarantee accurate and transparent information about services and prices. We ensure that complaints are handled according to the correct protocol. We carry Vakinn, the official quality and eco label for Icelandic tourism
- **Security** – Our code of practice, safety equipment, risk assessment, response plan and working processes are up to the highest standards.

Positive community impact

- **Laws and regulations** – We operate in full compliance with all laws and regulations, including the Administrative Procedures Act, Freedom of Information Act and Competition Law. We require our partners to have all necessary permits and licences.
- **Purchasing policy** – We always prefer working with eco-certified partners and buying locally designed and manufactured products. All Visit Reykjavík products have eco or organic certification.
- **Communal initiative** – We educate the public about environmental responsibility, offer internships to university students and support research aiming to improve conditions for tourism in Iceland. We cooperate with municipal governments on policy planning and hold consultation meetings with both the public and corporations.

Employee support

- **Training** – We strive to hire outstandingly competent employees, provide them with practical education and training and create a supportive working environment. Our ongoing training program ensures that our staff has a solid base of professional knowledge.

- **Security** – Our employees’ security and well-being in the workplace is a priority. We work in accordance with the Occupational Safety Legislation and security response plans, while our Workplace Communication Treaty fosters respectful communication. We provide wellness grants to employees.
- **Rights** – We respect union wage contracts, the ethical code of the City of Reykjavík and Vakinn. We work systematically to implement the The City of Reykjavík Equality Action Plan.

Respectful treatment of the environment

- **Environmental footprint** – We minimise waste by reusing and recycling wherever possible. We have the Vakinn eco label and we follow the City of Reykjavík’s Green Eco Steps towards ecologically sound management.
- **Education** – We make an effort to increase the environmental awareness of employees and customers. We keep visible the Vakinn environmental label and the Visit Reykjavík Sustainability Policy.
- **Respect towards nature** – We follow the City of Reykjavík Environmental Policy and show our respect for the environment in action through participation in forestry projects, clean beaches projects and with support for academic research on ways to create a green and sustainable tourism industry. We work to distribute the tourism load more evenly and reward our employees for using ecologically friendly modes of transportation.

2018 Action Plan:

- **Hiring** will take into account the applicants’ interest in environmental issues and enthusiasm for our sustainability goals.
- **Environmental education** will be made an integral part of our Educational program.
- Our partners and visitors will be encouraged to utilise **environmentally friendly modes of transportation** when using our services of Reykjavík City.
- We will start **carbon footprint measurements** and planning for a carbon offset program.