



GREEN LEAGUE
Sport Alliance for the Environment

Case Studies Collection

Good Practices on Sport and Environment Protection- Iceland



Funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

Acknowledgments

This collection has been created within Erasmus+ sport project “Green League – sport Alliance for the Environment”.

Partners:

- CESIE, Italy (coordinator)
- Vivi Sano Onlus, Italy
- Zavod APGA, Slovenia
- Kentro Merimnas Oikogeneias Kai Paidiou (KMOP), Greece
- EINURO EHF (Einurd), Iceland
- Center for the Advancement of Research & Development in Educational Technology (CARDET), Cyprus
- Out of the Box International (OTB), Belgium

Editor: APGA

Authors:

- APGA, Agencija za promocijo gibalnih aktivnosti, Slovenia,
- CARDET, Cyprus,
- CESIE, Italy,
- EINURD, Iceland,
- KMOP, Greece,
- OTB, Belgium
- VIVI SANO ETS, Italy

Edition: Electronic

Project reference no.: 101050262-Green League-ERASMUS-SPORT-2021-SCP



This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/).

SPORT & ENVIRONMENT INITIATIVES IN ICELAND



CASE 1.

CYCLE TO WORK

AIM		TARGET GROUP
Leave the car at home and cycle, walk, run or take the bus to work.		All employed personal
GEOGRAPHICAL AREA	SPORT or PHYSICAL ACTIVITY INVOLVED	STAKEHOLDERS & PARTNERS
Activity covers the whole of Iceland. It is free to anyone inside Iceland to sign up and join the “competition”	Cycling	Each company that takes part as a team, has shown that it pushes the employees together and gives a better atmosphere in the workplace. Each town and city also profit from this as the car traffic is less.
WEBSITE REFERENCES		
<p>https://hjoladivinnuna.is/um-hjolad/frodleikur/</p> <p>https://hjoladivinnuna.is/</p> <p>https://hjoladivinnuna.is/um-hjolad/frettir/frett/2022/05/27/Verdlaunaafhending-Hjolad-i-vinnuna-2022/</p> <p>https://isi.is/almenningsithrottir/hjolad-i-vinnuna/</p> <p>https://ust.is/umhverfisstofnun/frettir/stok-frett/2022/05/05/Hjolad-i-vinnuna-er-hafid/</p>		
SHORT DESCRIPTION		
<p>This practice started in 2003 by the Icelandic Sports and Olympic Association. It is applicable in any sector and working environment regardless of the number of employees. All companies add each week how many kilometres they cycled and how many employees participated.</p> <p>Each company registers for the competition and each employee can sign on behalf of the company. Each week, their cycling, walking and bus rides are recorded in the database. Sports and Olympic associations take this data, enter it into the database and organise a competition. There are small prizes for individuals, but also for team races. However, the competition is the way to spur the participation, since the aim is to improve the amount of exercise and physical activity people do.</p> <p>The project has been approved by the Icelandic government since its conception, with the participation of government companies. The Minister of Transport awards the prizes. As it stands, the project has seen large numbers of participants, making it a good practice.</p>		
CHALLENGES	IMPACT	
The biggest challenge is the weather and conditions of roads. When there are harsh weather conditions it is important that the bikes and such are fitted for such conditions. Slippery roads can lead to accidents.	Each year more people and companies sign up to join and so each year more kilometres have been covered. It brought a healthier lifestyle thanks to the competition feature.	

SUSTAINABILITY

It has a bigger cost in the beginning with the purchase of bikes and proper safety equipment, but in the long term has no more costs making this initiative a cost saving one.

REPLICABILITY

This initiative can be replicated at both smaller and larger scales (i.e.: smaller scale with youth organisations or in schools)

LESSONS LEARNT

This initiative gets people more active, is cost saving for the people since by leaving the private car at home It saves money on fossil fuels and at the same time it is environmentally friendly and also contributes to healthier lifestyle of participants. It is still growing so it can be scaled up even more. It has grown despite lack of reward as the competition methodology is enough to encourage participants to be active and feel better. Some workplaces give you more of a leeway on arrival time to work to motivate its employees to participate.

CASE 2.

ENVIRONMENTAL WEEK - PLOGGING

<p>AIM</p> <p>7-days activities to clean up some areas as a group.</p>		<p>TARGET GROUP</p> <p>Residents of the area, outdoors enthusiastic people.</p>
<p>GEOGRAPHICAL AREA</p> <p>Activity covers the entire country of Iceland. Different areas each day, usually areas where a lot of garbage piles up.</p>	<p>SPORT or PHYSICAL ACTIVITY INVOLVED</p> <p>Walking</p>	<p>STAKEHOLDERS & PARTNERS</p> <p>Land owners, city management, and the general public.</p>
<p>WEBSITE REFERENCES</p> <p>https://www.fi.is/is/frettir/umhverfisvika-ferdafelags-islands-2019</p> <p>https://plokk.is/stori-plokkdagurinn/</p>		
<p>SHORT DESCRIPTION</p> <p>Ferðafélag Íslands is a hiking group in Iceland that offers a variety of free and paid hiking trips with guides. It was established in 1927 from one of the oldest hiking groups in Iceland. They decided to have an environmental week around the environmental day. During the week they pick an area each day to “plogg” (pick-up) garbage from the environment, also having an exchange market for outdoors clothing, pub quiz and lecture nights.</p> <p>Each day they post on Facebook where the group is meeting, they then divide into different groups and go on their way with the garbage bags filling them up. They choose the area according to the amount of people that show up and that can thus clean up that area.</p> <p>They pick usually next to roads where trash has piled up during winter or areas which are for outdoors purposes.</p>		
<p>CHALLENGES</p> <p>Getting people to show up is the biggest issue. The weather can also be a challenge especially in those periods where there are a lot of storms or other weather conditions that can cause troubles for participants.</p> <p>The preparation of the initiative, being organised on a voluntary basis, could also be a challenge.</p> <p>Finding a partner that recycles and transports the trash is also really important but not always easy.</p>	<p>IMPACT</p> <p>They cleaned next to the biggest roads in Iceland that span over 100 km in length resulting in a big positive impact on the environment.</p>	
<p>SUSTAINABILITY</p> <p>This is a sustainable initiative since it does not have costs for participants to join however it</p>	<p>REPLICABILITY</p> <p>This can be replicated and scaled up with the right organisation taking part. It is hard for</p>	



does require a lot of planning for the organisation to do beforehand.

locals to group up on a larger scale without support from local authorities or large established organisations to help.

LESSONS LEARNT

This has been done early in the end of summer to pick up the trash and was a very successful progress. This has also expanded to events done to clean established and popular hiking trails in Iceland. The growth possibilities are limited since the hiking group is mainly located in Reykjavík and would need partnership with local communities in other areas of Iceland to scale to more areas.

This has not been replicated by Ferðafélag Íslands though since 2019 due to COVID 19 however there are other organizations in Iceland they specialise now in plogging like Plokk á Íslandi which has had the support from the president, first lady and environmental ministry to keep it going each year with them participating.

It shows that getting larger established organizations involved in being environmentally friendly can activate people to participate and make it larger scale than small groups can.



CASE 3.

CARBON NEUTRAL LANDSMÓT

AIM		TARGET GROUP
To host a carbon neutral tournament		Youth, Youth organizations.
GEOGRAPHICAL AREA	SPORT or PHYSICAL ACTIVITY INVOLVED	STAKEHOLDERS & PARTNERS
Each year a different youth organization hosts the tournament and oversee its planning. The youth organization of Selfoss was the host last year.	Various sports	Both youth and adults as the tournament is for persons from 11-18 years old, therefore, they need to be with their parents during the tournament.
WEBSITE REFERENCES		
https://frettabladid.overcastcdn.com/documents/SD220721.pdf		
SHORT DESCRIPTION		
<p>The youth sports tournament has been held every year since 1992. It has participants from the ages of 11 - 18 across of all Icelandic youth organizations competing large variety of sports. In 2021 the youth organization in Selfoss hosted the tournament and had 24 different sports scheduled and other activities over 3 days. They asked for a grant out of the environmental fund UMFÍ to be carbon neutral the event which was granted. With a large amount of participants all over Iceland attending as 400 different teams being signed up it was a large task.</p> <p>They got volunteers from the event to plant trees next to the golf course at the Selfoss the town to be carbon neutral . That was their only recorded action to achieve that goal.</p>		
CHALLENGES	IMPACT	
Getting volunteers to plant and help with the tournament is challenging due to the size of it. This is also because it is during the busiest travel week in Iceland.	The impact it had is unforeseen at this moment due to lack of consistency of this practice being done. It did open their eyes to the environmental impact the tournament and other associate work they do has. Therefore they have looked over and are more interested in environmental issues connected to sports.	
SUSTAINABILITY	REPLICABILITY	
This is costly to do but if the overseeing organization UMFÍ is willing to take the cost of it on its shoulders and not burden the smaller organizations that are hosting the tournament it is sustainable. They have an environmental fund which each organization can apply for, and their aim is to keep this up in the next tournaments.	This practice can be replicated in the next tournaments. This can also be adapted by other tournaments held in Iceland. It is costly for smaller organisations but there are ways if there is a small organization taking the cost offering to pay extra for admission to have it carbon neutral admission. This is good advertisement for organizations due to people being more aware of environmental issues that we are facing.	



CONCLUSION & LESSONS LEARNED

This practice is easy to implement no matter what size it is. It does however need volunteers and on a much larger scale it might be hard to find such an amount. If there is enough funding, it can be paid labour planting the trees.

This is a practice that should be done as the youth are willing and want to carbon neutral the tournament.

CASE 4

TAP ON WALKING STICK

AIM		TARGET GROUP
The aim is to get hikers to keep the tap on the walking sticks when walking trails.		Hikers
GEOGRAPHICAL AREA	SPORT or PHYSICAL ACTIVITY INVOLVED	STAKEHOLDERS & PARTNERS
All trails in Iceland and abroad.	Walking, Hiking	Hikers and landowners.
WEBSITE REFERENCES		
https://www.facebook.com/groups/vesenogvergangur/posts/2983824951714380/		
SHORT DESCRIPTION		
<p>In 2020 the head of Vesen og Vergangur posted on Facebook about the harmfulness of not having the cap of the walking stick due to the vegetation deteriorating with hundred holes.</p> <p>The methodology is having the tap on the walking stick while hiking during summertime or when the ground isn't frozen.</p> <p>It has been practised by the hiking group of 16.000 participants for years and according to them it does help vegetation and old trails to stay intact.</p> <p>This is aimed to be only done in the summer as the weather is hot and often wet while during winter the earth is frozen and isn't a problem having them on at that point</p>		
CHALLENGES	IMPACT	
The biggest challenge is to estimate when you need to take the tap off for better grip and when it is okay to keep it on.	It is unknown how many people have started to use this practice outside of the members of Vesen og Vergangur which anyway are 16.000, thus it has already had a high impact.	
SUSTAINABILITY	REPLICABILITY	
As this only involves how to use a walking stick in nature it is very sustainable. It needs more widespread awareness of this practice.	This is very easily replicable due it being such a small action to change hikers' behaviours. Many countries don't have a long cold period like in Iceland where the ground is frozen. It needs more awareness among the public.	
LESSONS LEARNT		
<p>As there is no research of the scope of the impact of this practice it must quantify what this small act does. First-hand accounts of hikers say though that this has a big impact on the trails they go on.</p> <p>This case study shows that small things can make an impact on the environment around us. Having the cap on or off is not something most people would associate with environmentally friendly practice despite being able to help the vegetation and trails stay intact for longer.</p>		



EINURD



CARDET



Funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]