

**Presentation to government, agency and NGO staff,  
Reykjavik, July 2003**

## **Promoting Iceland's Environment**

- **promoting sustainable use of natural resource**
- **improving decision making**
- **developing eco-tourism**
- **extending environmental education**
- **promoting environmental understanding**

## **Promoting Sustainable Use of Natural Resources 1**

- **celebrate successes of sustainable natural resource use projects**
- **quantify environment jobs to stimulate interest in environmental sector**
- **expand geothermally based vegetable, fruit and flower production for export**
- **establish challenge fund to stimulate locally-based projects**

## **Promoting Sustainable Use of Natural Resources 2**

- **financial support from Iceland and Global Environment Fund for Landcare type measures for farmers' engagement in soil conservation**
- **formal scientific linkage with soil research interests in relevant institutions**

## **Improving Decision Making: institutional**

- **establish Cabinet committee for implementation of the National Agenda 21 plan**

- **Cabinet to agree targets for delivery by key organisations**
- **Landgraedsla and Natturaverd to agree concordat**
- **merge Landgraedsla and Skograek**

## **Improving Decision Making: processes**

- **formal decision making processes for large-scale projects using Strategic Environmental Assessment and Sustainable Development tests**
- **review experience of large-scale projects in remote areas from other countries**
- **employ environmental economists to devise appropriate methodology**

## **Developing eco-tourism**

- **Cabinet level commitment for eco-tourism**
- **establish Icelandic Eco-tourism Association for project implementation**
- **‘approved’ eco-tourism operators subscribing to Code of Practice**
- **train and certify eco-tourism guides**
- **encourage joint working between organisations**
- **hold workshop on eco-tourism and invite experts from other countries**

## **Extending environmental education**

- **Government agencies and NGOs provide materials for schools**
- **provide assistance to teachers by appointing environmental education advisors/coordinators**

## **Promoting understanding of the environment**

- **stimulate production of geological brochures**
- **produce more up-to-date and comprehensive interpretation at key sites**
- **encourage the production of high-quality videos**
- **produce leaflets to explain soil restoration projects to visitors**

## **Involving civic society**

**Government to establish new mechanisms for the effective involvement of civic society in the action on and monitoring of the ‘Welfare for the Future’ strategy**