



## SUSTAINABILITY ACTION & IMPLEMENTATION PLAN

We at Viking Rafting are fully committed to sustainable tourism and promoting a sustainable future. By focusing on the environment, people, and economic sustainability, we strive to offer a responsible and enriching experience that protects our natural resources, supports local communities, and ensures the long-term success of our business.

We protect the environment and the health and safety of our customers, employees, and the community where we conduct our business. We understand tourism's impact and proactively seek to ensure our operations are sustainable. We are also fully committed to following Iceland's environmental laws. We meet or exceed all environmental regulatory requirements and aim to reduce carbon emissions by reducing waste and using sustainable energy.

Our policy seeks continual improvement throughout our business operations to lessen our impact on the local and global environment with responsible and sustainable business practices and governance.

To meet our sustainability goals, we have implemented the following things in our day-to-day operations as well as the following actions:

- Limit our environmental impact and implement responsible tourism practices in our operations:
  - We are committed to preserving the rivers, landscapes, and ecosystems we operate. We are, for example, very vocal about conserving the glacier rivers, the nature in which we operate, and the surrounding ecosystem and wildlife.
  - We raise awareness among our guests, staff, and guides regarding environmental issues. We educate our staff on our sustainable and environmentally friendly practices and how they can contribute.
  - The company uses sustainable energy and regional water resources.
- Social sustainability for employees:
  - We give equal opportunities by employing individuals of different genders, races and sexual orientations.
  - We fulfil our duties and obey the law on equal pay.
  - We ensure the safety of our employees by creating an appropriate work and living environment that adheres to all safety regulations.
  - We inform and educate them regularly on safety, rescue and first aid.
  - We ensure they have quality equipment, good safety practices, and strategies for when needed.
  - Our employees hold a certification from the International Rafting Federation and are all trained in Rescue 3.
- Economically sustainable practices
  - We offer fair and transparent pricing that reflects the actual cost of sustainable operations, ensuring long-term business viability without compromising our ethical standards.
  - We limit our environmental impact by choosing environmentally friendly suppliers and services. We buy meat and produce directly from local farmers, reducing container waste and minimising our carbon footprint. We also use local products where possible.
  - We mend our rafting gear ourselves to prolong its lifespan without risking the quality or safety of our staff and customers.
  - We recycle as much as possible and have built recycling bins for food waste, plastic, paper, cans, and bottles.
  - We give old things new life; we either build our furniture from used timber or buy it secondhand from our local area.



We aim to adhere to these principles and continuously improve our environmental management system. We invite our guests, partners, and employees to join us in our commitment to sustainability.

|   | <b>Commitment</b>   | <b>Actions we are already doing now up to 2023</b>  | <b>Actions for within the next year, 2024</b>   | <b>Actions for within the next three years, 2026</b>   |
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| 1 | <p><b>Champions local places</b><br/>Place - Nature</p> <p>Consider activities that you could do in your area</p> <ul style="list-style-type: none"> <li>- reduce harm to the natural environment</li> <li>- be active in nature conservation</li> <li>- inform visitors about the biodiversity</li> <li>- contribute to the protection and improvement of biodiversity</li> </ul>  | <ul style="list-style-type: none"> <li>- We have always respected the glacier rivers in which we operate. We pride ourselves on always leaving the rivers and the nature surrounding them in the same or better condition than we found them, and we ask our guests never to leave anything behind.</li> <li>- We are active in preserving glacier rivers and resisting plans to dam them. One thing we do is inform our guests of the rivers' importance for local wildlife and nature. Preserving the rivers is also vital to regional tourism.</li> <li>- In the past, we have planted trees as part of our nature preservation.</li> </ul>  | <ul style="list-style-type: none"> <li>- By participating in the CE4RT program and applying for a green certificate from Vakinn, we are creating guidelines for our future operations, adhering to circular economy and regenerative tourism ethics.</li> <li>- We are setting standards for ourselves to follow when preserving the nature we operate and the environment.</li> </ul>  | <ul style="list-style-type: none"> <li>- We would like to do more to respect and protect the glacier rivers and reach out to more people with our passions and plans for preserving the nature in which we conduct our business.</li> <li>- We plan for the following season to include more information on biodiversity and nature in our guiding and to get our guests more involved in protecting the rivers with us by teaching about the importance of protecting them.</li> <li>- We want to set up a poster for guests with information on the importance of the rivers and their ecosystem. Introducing birds, fish and flora of the region.</li> </ul>  |
|   | <p><b>Champions local places</b><br/>Place - local culture and heritage</p> <p>Think about</p> <ul style="list-style-type: none"> <li>- what distinguishes our place from anywhere else</li> <li>- using authentic stories to connect the visitor to our business and place</li> <li>- contributing to local festivals and events</li> <li>- contribution to the protection of our local language, heritage and culture</li> <li>- local language, heritage and culture throughout marketing and business activities</li> </ul> | <ul style="list-style-type: none"> <li>- The East Glacier River, one of the two glacier rivers we operate on, is Iceland's only VI+ level commercial rafting river. For this reason, it attracts the most adventurous guests—people who are always up for exploring. Skagafjörður, a place less commercial than the south of Iceland, has a lot to offer individuals who are not afraid to get off the beaten track, and we love to tell them about those things.</li> <li>- Since the company was founded in 2013, VR has hosted the Midnight Sun White Water Festival and kayak competition. This event attracts many whitewater enthusiasts from around the globe and brings the community together. We partner with locals for food and other things, and the locals come to attend the event.</li> </ul> | <ul style="list-style-type: none"> <li>- We are always looking for more local companies and suppliers to partner with in a way that benefits us, them and the community as a whole.</li> <li>- This year, we have been working on a strategic plan to do more for the community and strengthen our partnerships.</li> <li>- We are working on translating our website and information also into Icelandic (the local language)</li> </ul> | <ul style="list-style-type: none"> <li>- We would be more consistent with offering events for locals at our base and advertise it as a place for locals to socialise and a venue to host events. Our base is a perfect venue for small events.</li> <li>- We plan to host an event based on local culture and heritage, for both our guests and locals in the future where we can contribute together to preserve nature. For example, an initiative where we plant trees, pick trash, beautify our environment, etc.</li> <li>- We want to include more local stories while guiding our guests and are working on a guide handbook with stories and information for them to share.</li> <li>- The plan is also to take the staff on a local history and heritage trail around Skagafjörður at the beginning of the season to get them more involved and give them a better sense of the community they are working in.</li> </ul> |
| 2 | <p><b>Tackles climate action</b></p> <p>Think about how to</p> <ul style="list-style-type: none"> <li>- using a recognised tool to calculate our carbon footprint and inform our sustainability plan</li> </ul>   | <ul style="list-style-type: none"> <li>- So far, we haven't used a tool to calculate our carbon footprint.</li> </ul>   | <ul style="list-style-type: none"> <li>- We are now using green accounting, a data-sheet from Vakinn green certification, to calculate our carbon footprint and make a plan to reduce it.</li> </ul>  | <ul style="list-style-type: none"> <li>- We plan to use the data we collect to make changes where applicable to reduce our carbon footprint.</li> <li>- Our hot and cold water is pumped from the same land that we occupy, so it is free, and so far, we haven't had any way of calculating our water</li> </ul>  |



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|   | <ul style="list-style-type: none"> <li>- collecting data from our business about energy consumption</li> <li>- collecting data from our business about waste collection</li> <li>- collecting data from our business about water consumption</li> </ul>  |  | <ul style="list-style-type: none"> <li>- We separate all recyclable waste into separate bins that we then take to our local recycling facility.</li> </ul>   | <p>consumption. We would like to look into how we can put a meter on the water intake as our rafting base in the future.</p> <ul style="list-style-type: none"> <li>- We want to ensure we register all waste production and find ways to reduce it.</li> <li>- We want to explore more sustainable transport options for our guests to and from the river and for our shuttle from Akureyri to the rafting base.</li> </ul>  |
| 3 | <p><b>Benefits host communities</b></p> <p>Consider ways to</p> <ul style="list-style-type: none"> <li>- prioritise ethically sourced and local products and services</li> <li>- promote local products and services to our visitors</li> <li>- prioritise employment of those living in the area</li> <li>- support the well-being of our employees</li> <li>- be an inclusive and accessible workplace</li> <li>- be an active participant in our community</li> </ul>   | <ul style="list-style-type: none"> <li>- We use local products where we can. We buy meat and produce from our local farmers and use other services in our neighbouring area.</li> <li>- We point out to our customers neighbouring services.</li> <li>- We have always been inclusive, although our staff need to have the required qualifications. We employ individuals from all over the world, from different cultures and genders. We also seek individuals from the local community.</li> <li>- As our rafting base is in a quiet rural area, we provide our staff members with food, accommodations, and a vehicle.</li> <li>- We make sure they have health insurance and have access to health care.</li> <li>- We provide our staff with the necessary knowledge and qualifications.</li> <li>- We are one of the few places in our communities that offer regular events for locals and others, such as our festival, live music, and stand-up comedy.</li> </ul> | <ul style="list-style-type: none"> <li>- We have plans to research and contact local suppliers, craftsmen, and artists to find ways to collaborate and support each other.</li> <li>- This year, we had 15 staff members from 10 countries: 5 women and 10 men. Two staff members are locals.</li> <li>- This year, we have started on a staff guide where all necessary information will be accessible to all staff. Information will include their rights as workers in Iceland.</li> <li>- Mold has started to grow in our staff housing, so we are creating a plan to address this unfortunate situation. Our staff's health is a priority.</li> </ul> | <ul style="list-style-type: none"> <li>- We want to set up a small boutique at our base in the following year that sells locally made souvenirs and condiments.</li> <li>- We plan to address the mold situation in our staff housing before our guides return for the next rafting season (2025); even if we need to invest in new accommodation, we will ensure their housing is more than adequate.</li> <li>- We would like to host more events for the community at our base, such as mountain biking, trail hiking/running, triathlon, music events, art exhibitions and stand-up comedies.</li> <li>- Offer the local community the use of our premises for hosting events.</li> <li>- We also plan to rent our guide accommodation for those holding events at our base over the winter.</li> </ul> |
| 4 | <p><b>Empowers visitors to be responsible</b></p> <p>Consider ways to</p> <ul style="list-style-type: none"> <li>- empower our visitors to be more responsible before, during and after their stay</li> <li>- promote sustainable choices to our visitors (including transport, activities, accommodation, food and drink)</li> <li>- communicate to our visitors the special value that their visit brings to our place and community</li> <li>- provide visitors with information on how they can support local, social or environmental projects</li> <li>- achieved certification to demonstrate our commitment to sustainability actions</li> </ul> | <ul style="list-style-type: none"> <li>- We ask our guests to be mindful of the nature in which we operate and not to litter. This is a part of the information provided by guides during the tours.</li> <li>- Our activities are sustainable, as is the locally sourced food we offer at our restaurant.</li> </ul>  | <ul style="list-style-type: none"> <li>- We had our company evaluated and inspected for a Vakinn green certificate, an inspection the company passed.</li> </ul>   | <ul style="list-style-type: none"> <li>- We would like to inform our guests more visually of the importance of their visit to the region for the local community.</li> <li>- In the future, the company must uphold the standard of the Vakinn certificate.</li> <li>- We will put more information about responsible travelling on our website to inform our guests.</li> </ul>  |



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| 5 | <p><b>Long term sustainability</b></p> <p>Plan to</p> <ul style="list-style-type: none"> <li>- collect feedback from our visitors and use it to develop our products and services</li> <li>- keep staff involved in our sustainability objectives</li> <li>- have a business plan that spans at least 3 years</li> <li>- focus on staff retention and investment in our team (e.g. through training, mentoring, coaching, conferences, etc.)</li> <li>- to balance our visitor numbers throughout the year</li> <li>- try to increase the length of stay of our visitors</li> <li>- participate in tourism and other relevant networks at local, regional and national level</li> </ul> | <ul style="list-style-type: none"> <li>- We didn't have any particular format for feedback. We had a guestbook and asked people to write us reviews and let us know if there was something they wanted to express.</li> <li>- So far, we have encouraged our staff to be environmentally conscious, mindful of the nature in which we operate, and recycle and reuse. We have always been scrappy and instilled that mentality in our staff.</li> <li>- We have been training our staff in Rescue 3, Wilderness first responder, and swift water rescue and valuing them for international rafting federation certification.</li> </ul> | <ul style="list-style-type: none"> <li>- We have now created a feedback form that we can send to our guests at the end of the trip. They can fill it out and send it to us.</li> <li>- We are working on a staff guide that includes guidelines for the staff to follow and teaches them about the concepts of sustainability, circular economy, and regenerative tourism and what they can do to help us implement and uphold those standards in every aspect of the business.</li> <li>- We have been making plans to educate our staff on other topics, such as cultural heritage, history, and the area's nature.</li> </ul> | <ul style="list-style-type: none"> <li>- Gather information from digital feedback and review regularly to see where we can improve upon in our business practices.</li> <li>- We will continue updating our guidelines and goals.</li> <li>- Improve the camping facilities so people can stay longer.</li> <li>- Put up charging stations for electric cars, as well as provide access to electricity for camper vans.</li> </ul> |
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