

As part of the CE4RT programme, Katrín Georgsdóttir and Björg Sigmundsdóttir from Elding Whale Watching engaged in coaching which allowed them to completely re-examine their sustainability efforts.

At their souvenir shop on the reception boat “Fífill” they have established a green procurement policy aimed at selecting products that are fair, traceable, and locally designed and manufactured. **However, finding products that effectively reflect their values while appealing to their customers has proven to be a major challenge.**

Another major concern for Elding was **addressing textile waste generated by their operations.** With the textile industry accounting for approximately 9% of global CO₂ emissions, the impact of textile waste on marine pollution and climate change is alarming. **The textiles used at Elding include employee uniforms, guest floatation suits, life jackets, and various flags and banners.** While damaged items are typically discarded or donated, many ultimately ended up in landfills, a reality they found troubling.

Finding Solutions through Collaboration

The CE4RT project inspired them to **seek collaboration** and on August 30, 2024, Kata and Björg attended an event at Góði Hirðirinn which is a thrift shop managed by Sorpa (Reykjavic waste management organisation) that focused on addressing textile waste and exploring recycling initiatives. This event led to a fruitful discussion with Sígga and Sæunn from local community entrepreneur Flöff (<https://floff.is>). Through several brainstorming sessions and meetings, they have worked together to create prototypes for upcycled products, which were proudly showcased at the CE4RT conference in Dingle, Ireland in November 2024.



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This is a fantastic example of how circular economy can positively impact local communities. Elding are excited about the potential of these collaborations to inspire change in their industry. They continue to pursue innovative solutions to textile waste and promote sustainable products and would like to thank their customers, staff and the CE4RT project for their support.

“Together, we can make strides towards more responsible tourism and a healthier planet” – Katrín Georgsdóttir, Elding Whale Watching

To find out more about Elding Whale Watching visit: <https://elding.is/responsible-tourism> or email kata@elding.is

The event in Reykjavic was organised by at the thrift shop (<https://www.godihirdirinn.is/>) run by Sorpa (<https://www.sorpa.is/>) and supported by Umhverfisstofnun (The Environment Agency of Iceland <https://ust.is/english/?>)

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