

Conference details and Factfile

Blue Circular Economy International Conference Transforming Waste Fishing Gear into Business Opportunities 24th April 2020 Reykjavik Iceland

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Background

There is growing global concern over the impact of waste plastics in the environment and particularly marine litter in the oceans. It is increasingly being recognised that waste fishing gear is a significant part of the problem. Recent research published by the European Commission (EC) has indicated that 27% of marine litter is derived from waste fishing gear; but other sources indicate the figure may be higher. Policy is starting to develop in several countries to tackle the issues. The EC announced in March 2019 under the Single Use Plastics Directive an Extended Producer Responsibility scheme focused on increasing recycling and reuse amongst fishing gear producers, assemblers and distributors

Event objectives

Transforming Waste Fishing Gear into Business Opportunities will highlight the emerging policy, explore issues related to the circular design of fishing gear and provide an update on research within the Blue Circular Economy project. The conference will conclude with discussion over future issues related to policy, circular business models, supply chains and marketing.

Conference Supporters



The Centre for Sustainable Design®



**Innovation Center
Iceland**



Welcome

This Factfile contains information to assist delegates in organising their participation at this high level event. We hope you find the following information useful and look forward to meeting you at Innovation Centre Iceland on the 24th April 2020.

Venue

24th April 2020

Innovation Centre Iceland

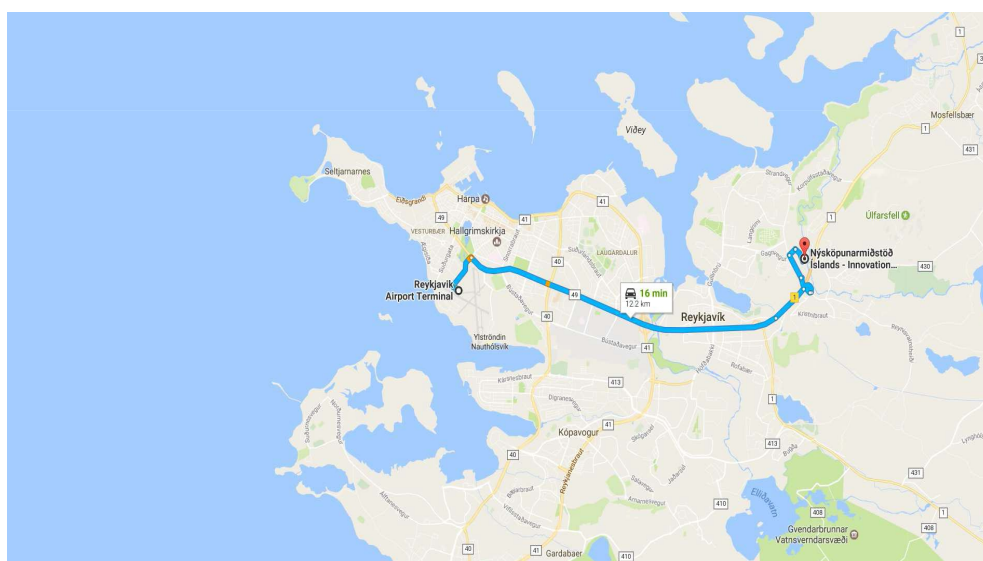
Árlefnir 2-8

112

Reykjavík

Iceland

[Click here for a more detailed map.](#)



Agenda

Chaired by: Professor Martin Charter, Director, The Centre for Sustainable Design[®], Business School for the Creative Industries, University for the Creative Arts (UCA), UK

- 08:30 Registration and Networking
- 09:00 Opening
- 09:20 Keynote
- 09:50 European Commission: Extended Producer Responsibility (EPR) Scheme for Fishing Gear
- 10:20 Lessons from Iceland: EPR scheme for Fishing Gear
- 10:45 Coffee/Networking
- 11:15 Panel discussion: Circular Design of Fishing Gear
- 12:15 BCE Work Package Updates
- 13:15 Lunch
- 14:15 Speed Networking
- 14:45 World Cafe
- 16:00 Report back
- 16:15 Summing up
- 16:30 Close

Note: the programme may be subject to change

Blue Circular Economy

Blue Circular Economy is funded by Northern Periphery & Arctic (NPA) Programme (European Regional Development Fund) that is being organised between 2018-2021). Free mentoring on eco-innovation related to waste fishing gear is available for eligible companies with less than 250 employees based in the NPA region (Norway, Sweden, Finland, Iceland west coast of Republic of Ireland, northern areas of Scotland, Northern Ireland (except for Belfast), Greenland and Faroe Islands). For more information on SME support for companies in the NPA region in Iceland email Richard on rigl@ntnu.no or Arron arron.w.tippett@ntnu.no

General Information

Reykjavik Tourist information

<http://www.visitreykjavik.is/city/tourist-information-centre>

You can find bus routes on www.bus.is

Currency used in Reykjavik

The Icelandic Krona is the currency of Iceland, the currency code is ISK and the symbol is kr.

What to do in Reykjavik

<http://www.visitreykjavik.is/what-to-do>

Ten interesting facts about Reykjavik.

There is no denying that Reykjavík has its charm. Over the past years, international media like CNN, travel magazines, and websites like Condé Nast and Lonely Planet have named Reykjavík everything from the best place to visit for Christmas or the best place to spend New Year's Eve, to simply the most interesting city in the world to visit. It has the aura of a cosmopolitan centre packed into a tiny, sparkling clean town.

Here are a few things that make Reykjavík surprisingly awesome and interesting:

1) The Puffin Capital:

Reykjavík is the only capital city in the world that is home to a major puffin breeding colony! Iceland, of course, is home to the largest and most important nesting grounds of the Atlantic puffin—an estimated 60% of the entire world puffin population nests in Iceland. As many as 3 or 4 million pairs of puffins nest in Iceland each year.

2) Dogs were banned in Reykjavík:

Iceland in the 20th century was a curious country and Reykjavík was the capital city of this curious country! Chances are you have heard that beer was banned in Iceland between 1915 and 1989. But did you know that there were no TV broadcasts in July until 1983 and no TV on Thursdays until 1987? Or did you know that dogs were banned in Reykjavík from 1924 to 1984?

3) With no dogs, cats ruled!

Anyone visiting Reykjavík has noted that the city is full of cats. There are no official figures on the number of cats in Reykjavík, but the Icelandic Cat Protection Society, which operates a cat shelter, has estimated that there might be as many as 20,000 cats in the capital region or one cat for every ten people.

4) Permanent settlement in Iceland began in Reykjavík

According to the oldest written sources on Icelandic history, Landnámabók, the Book of Settlement, and Íslendingabók, the Book of Icelanders, the first permanent settlement in Iceland was in Reykjavík in 874.

5) Nearly half of the inhabitants during WWII were British and American

British troops arrived in Reykjavík on May 10, 1940, occupying Iceland and thus separating the Icelanders from their former colonial masters in Denmark, who were by then under German rule. A year later, America took over the military protection of Iceland.

6) People in Reykjavík lived in turf houses into the 1960s

One of the first things foreign travellers notice when arriving in Iceland is the virtual absence of trees and forests. This meant that Icelanders could not build wooden houses. But neither could Icelanders build stone buildings. The reason was that no lime deposits had been found, meaning it was not possible to make mortar. This left turf as the only easily available domestic building material for houses.

7) The northernmost capital city in the world

Life in a sod house in Reykjavík must have been particularly tough in the winter months! Reykjavík is the northernmost capital city of a sovereign state in the world. Only Nuuk, the capital of Greenland, is further north than Reykjavík.

8) A very small big city

Even if it sometimes feels like a large metropolis, Reykjavík is a very small city. In 2015, there were 211,282 people living in the capital region. Of those, 121,822, or just over half, lived in Reykjavík proper, with the rest living in other municipalities in the metropolitan area. This means that the greater Reykjavík area has a population similar to the city of Des Moines, Iowa, in the US, or a little less than the city of Southampton in the UK.

9) Only Western European capital without a Starbucks or a McDonald's

Reykjavík is the only Western European capital without a McDonald's or a Starbucks. In fact, the only other European capital without a McDonald's is Tirana, the capital of Albania, while Reykjavík shares the distinction of being Starbucks-free with Rome, the capital of espresso.

10) A multicultural city

Despite the conspicuous absence of Starbucks or McDonald's, the best known symbols of global consumer culture, Reykjavík is a very cosmopolitan and multicultural city. Like any other metropolis, Reykjavík's inhabitants come from all over the world. Immigrants of 131 different nationalities make up 8.5% of the total population. The highest concentration is in the suburb of Breiðholt, where 20% of the population is either a first or a second generation immigrant, according to the 2011 census.



Top 5 Tourist attractions in Reykjavik.

Visit Hallgrímskirkja Church

Take the elevator to the top of Hallgrímskirkja on Skólavorduhaed hill and check out the panoramic view of downtown Reykjavik. Along with the view from Perlan on Öskjuhlid hill, this is probably the best view you will get of the city, save for from air.

The church, the largest in Iceland, is named after pastor and poet Hallgrímur Petursson, author of the Passíusalmar (The Passion Hymns), and its architecture is actually inspired by the beautiful columnar basalt of the Svartifoss waterfall in South Iceland. In front of the church is a statue of Leif Ericsson, who discovered North America in the year 1000, more than 500 years before Columbus.



Go whale and bird watching

Get up close and personal with the whales (living ones, this time) on a whale watching tour from the Reykjavik harbour. The most commonly sighted ones are minke whales, humpbacks, porpoises and dolphins.

On some tours you may also be able to visit the islands off the Reykjavik shore, the most famous of which is Viðey, home to the Lennon/Ono peace-tower. Various seabirds also frequent the shore and the islands, such as gannets, gulls, cormorants, the arctic tern and of course the puffins, seen above.



See the Northern Lights

Iceland is one of the best places in the world to experience the northern lights. You may even be able to spot them from downtown Reykjavik, but the best place to see them within the city area is probably by the seaside at Seltjarnarnes.

There you will be away from the street lights and be able to take in the full experience. The area of Gróttá is particularly nice, many birds nest there and there is also a charming old lighthouse.



Blue Lagoon

About 30 miles southwest of Reykjavik, Blue Lagoon is one of Iceland's most popular tourist attractions. This geothermal mineral spa gives off an almost otherworldly look with azure-colored water and steam rising from its surface. The attraction receives somewhere around 700,000 annual visitors. For a little perspective, that's about double the country's entire population.



REYKJAVÍK OLD HARBOUR

With the impressive addition of Harpa - the city's award winning new concert hall - and a growing number of other interesting places and businesses, the colourful Old Harbour, which was built between the years 1913 and 1917, is fast becoming a new boom area.

Apart from it being a beautiful place to walk with stunning views across the bay to Mount Esja, the Old Harbour area is where the majority of marine activities, such as whale watching and puffin tours are concentrated; it's also home to the excellent Víkin Maritime Museum and the Icelandair Hotel Reykjavík Marina. The numerous new businesses being established, offering everything from scooter rides to the city's best dark-roasted coffee, are testament to the wonderful community spirit responsible for generating the success of the Old Harbour and re-establishing it as a new vibrant quarter of Reykjavík City.



Taxi

Hreyfill (All year)

Founded in 1943, Hreyfill is one of Iceland's most respected taxi services. Besides providing comfort and convenient transportation around Reykjavik, Hreyfill also offers personalized guided tours for groups of up to eight people. Tours include stops to and from the International Airport and sites throughout Iceland including Blue Lagoon, various gardens, thermal baths, hot springs, and areas along the southern coast.

Tel: +354 588 5522

www.hreyfill.is

BSR (All year)

BSR was founded in 1921 and is one of the oldest companies in Reykjavik. We have 90 years of experience getting you from A to B. BSR has always had the goal of offering excellent service to our clients. We also offer various personalized guided tours around Reykjavik for up to 8 people.

Tel: +354 561 0000

www.taxireykjavik.is

Borgarbílastöðin (All year)

Tel: +354 552 2440

www.borgarbilastodin.is

Hotels



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Telephone:

+354 571 6200

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Website:

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info@hotelgardur.is

101 Hotel

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+(354) 580 0100

Fax:

+(354) 580 0101

Website:

www.101hotel.is

Email:

101hotel@101hotel.is

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www.centerhotels.com/our-hotels/hotel-skjaldbreid

Email:

reservations@centerhotels.com

For more hotels in Reykjavik

<http://www.visitreykjavik.is/where-to-stay>