

Welcome to Iceland! Get to know us in a sustainable way!

Nature.is, an eco-conscious network / nature@nature.is
www.nature.is

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Background: The first Green Map of a whole Country!

Iceland's Green Mapping story started in 2008 as an initiative of Nature.is, an eco-conscious network created by Guðrún Tryggvadóttir and Einar Bergmundur, two Icelandic nature lovers. Nature.is is an independent website which has won one of the most prestigious environmental Icelandic prizes "Kuðungurinn".

Our emphasis is on providing the general public with reliable information regarding matters such as our local environment, nature itself, health issues and companies working to create a sustainable future. In other words, our aim is to promote a more environmentally conscientious way of life. We believe the Green Map project is a pragmatic, effective and attractive tool that helps us reach our goal.

The Icelandic Green Map was the first one to map an entire country. Well, this is mainly because Iceland is such a tiny little pearl!

Our ideology at Nature.is is based on collaborating with everyone who has something to offer in respect of nature and environment. Our mapmaking team is a multidisciplinary and multicultural group. We receive inputs and help from different experts, professors, volunteers, nature lovers of several different nationalities. Following a few years of gaining experience, and thanks to the collaboration of great people, we are now very proud to show the new version of Iceland & Reykjavík Green Map, both printed and online.

Nature.is is constantly seeking for new ways to inform the general public about

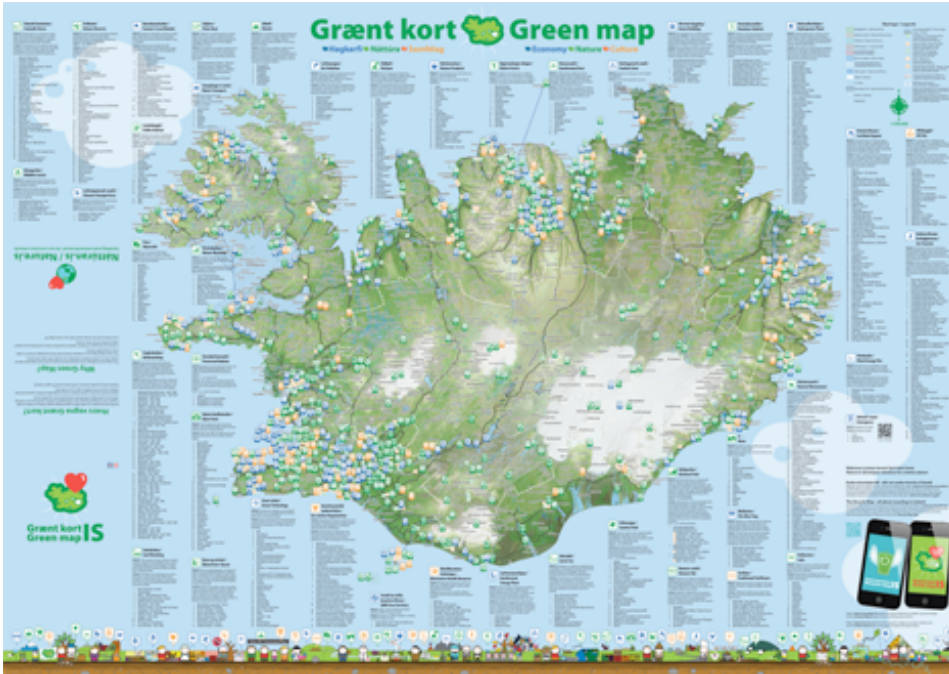
environmental issues, this is one of the reasons why we have just renovated our website! The extensive amount of information highlighting the green and positive opportunities that Iceland has to offer in respect of nature, culture and economy is now available in five languages: Icelandic, English, German, Italian and French.

Almost 700 million more people can now easily enjoy our website!



Iceland Green Map 2013 (on the left).
The founders of Nature.is in 2011 at the "Kuðungurinn" ceremony: Guðrún Tryggvadóttir, Einar Bergmundur and Svandís Svavarsdóttir, Minister of the Environment (on the right).

Impact: Nature.is broadens its horizon: involving local students as well as embracing a more global communication



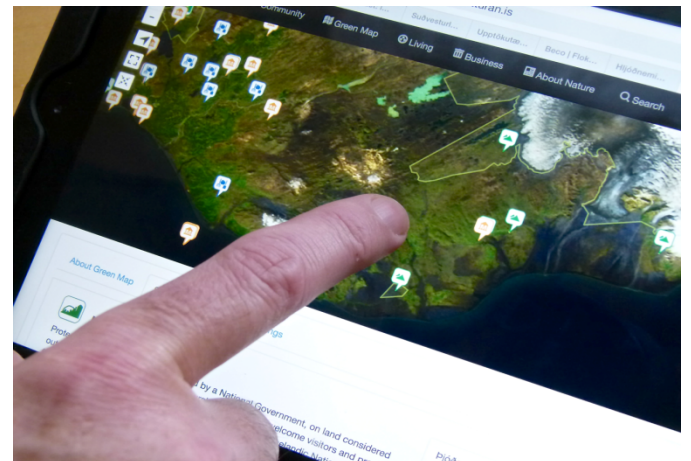
Green Map of Iceland 2013 (on the left).
Gudrun Tryggvadóttir and Ragnheiður Elín Árnadóttir, Minister of Innovation and Tourism at the Green Map of Iceland presentation (on the right).

Natturan.is aims to benefit the 300.000 inhabitants of Iceland as well as the thousands of tourists visiting every year. The Green Map provides impartial information about services, companies, structures and activities that are related to environmental, social and health issues as well as different aspects of sustainable development. One of our missions is to make these realities more visible and accessible to the general public. In order to do that, we invite everybody to take part in collaborating with us and spread the importance of an environmentally conscious way of life.

Our work allows ours to be an informative platform, giving people the opportunity to make informed decisions about where to go shopping, how to enjoy nature, where to find local products and more.

Our Green Maps are distributed free of charge throughout the city of Reykjavík and our goal is to spread them all around Iceland. We often participate as environmental specialists in conferences and green events to promote sustainability through our Map. As part of our educational activities we are providing seminars to several schools to increase students' interest in nature issues and to introduce sustainable living, waste reduction and local trade.

In the near future, thanks to the help of the Ministry of Culture and Education, we plan to deliver a set of Green Maps to each of Iceland's five hundred schools.



Green Map of Iceland on the website.

Currently, we are developing an exciting project, the Green Map IS App.

By raising environmental awareness and supporting collaborative and widespread participation we wish to encourage a positive change in helping Iceland become a greener place!



Part of the Iceland Green Map team in 2013: Guðrún Tryggvadóttir and Chiara Ferrari Melillo.