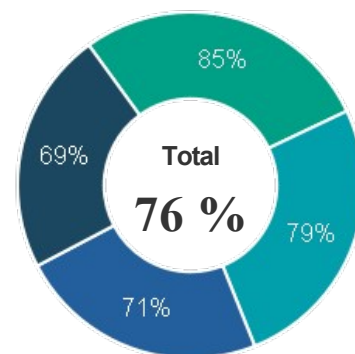
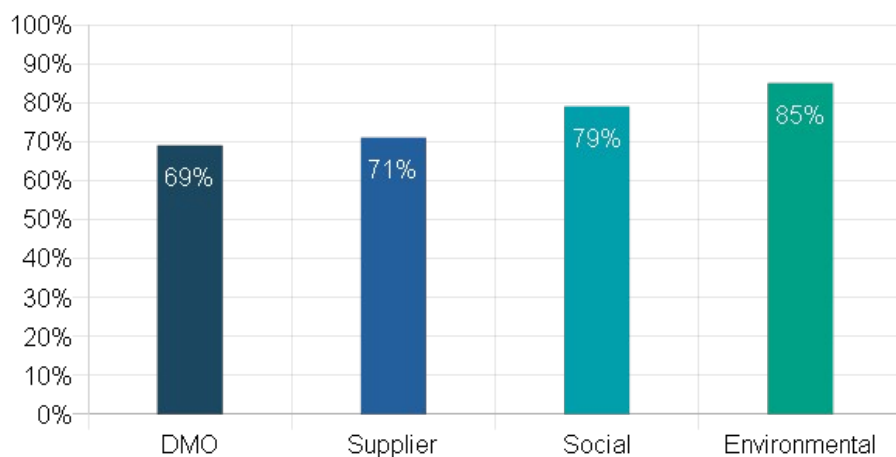


Reykjavik 2019 GDS-Index Report

Performance Overview (2019)

● DMO ● Supplier ● Social ● Environmental



DMO Performance Highlights

- ✓

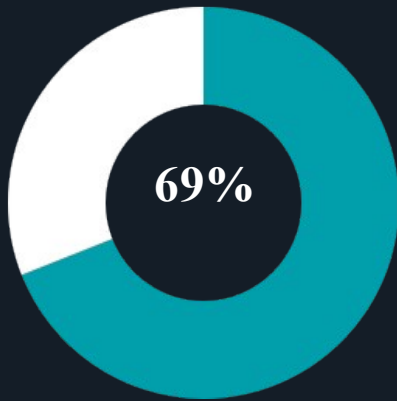
Does [DMO] have a Sustainability Strategy?
- ✗

Does [CITY] have a sustainable destination certificate?
- ✓

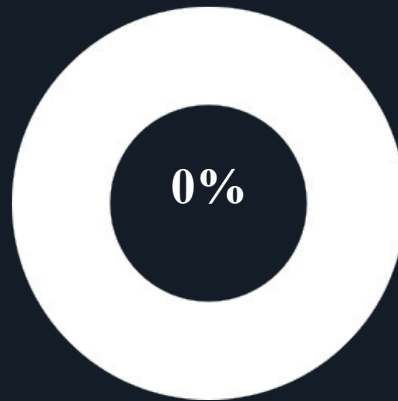
Does [DMO] report on its sustainability performance?

Supplier Performance Highlights

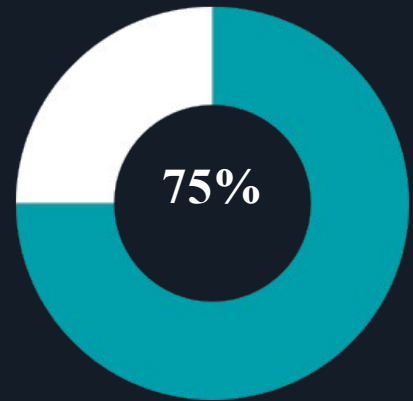
"Capture the energy in Iceland" is certainly a valid slogan as the country is said to be a global leader in sustainability. Reykjavik has the largest geothermal heating system in the world which makes the meeting spaces naturally eco friendly and the tap water is famous for being pure and untainted with chemicals and minerals. Meetings and events of the future will consider and incorporate social responsibility, sustainability and recycling initiatives when making decisions to choose destinations, hotels and venues Green meetings is a growing demand and in Reykjavik there are many conference hotels as well as the Conference Centre Harpa that have adopted strict environmental policies. Harpa is believed to be one of the most eco-friendly conference centre in the world. The building was designed to use most natural light through its glass facade, which covers three of the four sides of the building and results in significant reduction in power consumption.



OF SUSTAINABILITY CERTIFIED
HOTELS



OF SUSTAINABILITY CERTIFIED
VENUES



OF SUSTAINABILITY CERTIFIED
PCOS/DMCS

Social Performance Highlights

In Reykjavik, the capital city of Iceland, you can not only breathe clean air and drink unspoiled water straight from a stream but you can find equality and peace. We aim high in equal rights and to no surprise came first in the Global Gender Gap report in 2015. Scoring first in political empowerment and educational attainment. Our former president, Vigdís Finnbogadóttir was the first female democratically voted as president in the world and our former female prime minister Jóhanna Sigurðardóttir was named one of the 75th most powerful women in the world according to Forbes. We have been in first place in the Global Peace Index since 2011 and to no surprise Yoko Ono selected Iceland for the Imagine Peace Tower. Icelanders score high above OECD Better life index average job employment and are according to the World database of happiness a happy nation with happy life years and satisfied with life.

SDG IMPLEMENTATION SCORE

79%

SCORE ON SOCIAL PROGRESS INDEX

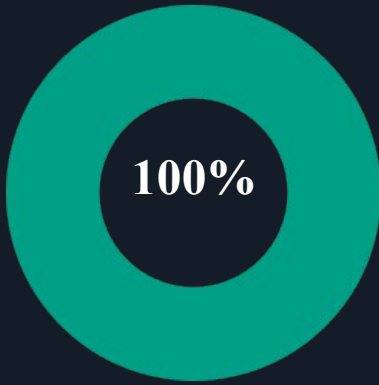
89%

SCORE ON CORRUPTION PERCEPTION INDEX

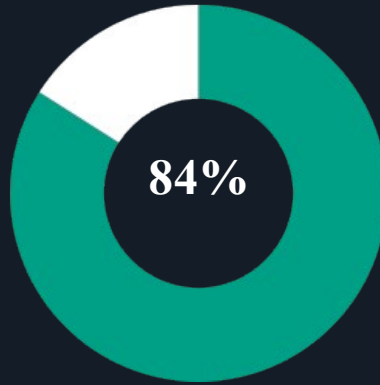
76%

Environmental Performance Highlights

The City of Reykjavik won the Nordic Nature and Environment Prize 2014 and was awarded the Greenest city in the world by Green City Times. The President of Iceland and the people of Iceland were presented with the first-ever Atkinson Center Award for Global Leadership in Sustainable Development for promoting the use of renewable energy while reducing its own reliance on fossil fuels. Reykjavik uses geothermal and hydropower for ALL electric consumption and heating and its already limited emission of greenhouse gas will be further reduced by 35% in 2020. The city promotes all year round cycling and is further building out its cycling path system with resting places and maps. Currently there are no taxes on importation of electric cars and there is free parking in Reykjavik, resulting in substantial increase in ownership of electric cars. There has been an increase by 700% in ownership of electric cars since the first electric charger station was opened in 2014, bringing the market share of pure battery electric vehicles to 2,74%.



OF ELECTRICITY FROM
RENEWABLES



OF WASTE
RECYCLED

2,700 ha

HECTARES OF GREEN AREA PER 100
000 POPULATION

For more information

Contact : Hildur Bæringsdóttir (hildur@meetinreykjavik.is)

Organisation : Meet in Reykjavik ()

About the GDS-Index

The Global Destination Sustainability Index ([GDS-Index](#)) is a destination level programme that measures, benchmarks and improves the sustainability strategy and performance of meetings, events and business tourism destinations. The mission of the programme is to engage, inspire and enable destinations to become more sustainable places to visit, meet in and thrive in.

Criteria : The 2019 GDS-Index uses 70 indicators that evaluate the destinations across four key areas and against the UN Sustainable Development Goals:



City Environmental Performance

Climate, Energy and Emissions
Waste
Air Quality
Water
Transportation
Green Areas



City Social Performance

Sustainable Development Goals (SDGs)
Corruption
Social Progress
Transportation
Overtourism



Supplier Performance

Hotels
Airport
Agencies (PCOs & DMCs)
Restaurants
Venues



Destination Management Performance

Destination Strategy
Policy & Certification
Governance
Staff Engagement & Capacity Building
Measurement and Reporting
Sales and Marketing
Client Support
Accessibility
Community Action & Collaboration



Find out more about our methodology, criteria and data verification [here](#)

Ownership : The GDS-Index is not owned by any one organisation. It is operated as a multi-stakeholder partnership founded and endorsed by IMEX, MCI, the International Congress and Convention Association (ICCA) and European Cities Marketing. Gubi Consulting and Guy Bigwood is responsible for the management of the Secretariat. For more [information](#).