



Spreading the Good Word



Project Description:	<p><i>Spreading the Good Word</i> is seen as a creative, reflexive and participative project, in which participants will receive the tools needed to shift from a conventional thinking and practices to a sustainable, community based life, in harmony with the Icelandic fragile environment. The project aims at forming its participants as responsible citizens, able to face the current environmental issues and capable to pass the information further to the next generations.</p> <p>With over 10 years of experience, HI Iceland intends to share its gained knowledge and best sustainability solutions to youth, stakeholders, national and international customers, to the public and all interested parties in general.</p> <p>The proposed activities are designed such way to encourage personal reflections and encourage responsibility among participants.</p>
Project Type:	Education in Sustainability/ Restoration and Carbon Sequestration on severely degraded land
National Association:	HI Iceland
Estimation of number of reduced tones of CO2:	40.4 t CO2 per year
Total Funds Requested:	21.858 GBP
Total Project Cost:	37.204 GBP
Annual £ saves and ROI (return of investment):	0,43% on power bills. Real ROI is calculated in Annex III.
Location:	Reykjavík Downtown Hostel, Loft Hostel, Reykjavík City Hostel and degraded land (exact areas to be selected during Activity 8)
Extra Benefits:	HI Iceland is more than willing to share the concept and ideas behind the proposed activities with all interested parties in the HI network by offering concrete tools to implement them.
Why should this project be funded ahead of others?	<p>Iceland is seen from outside as one of the ‘greenest’ countries in the world, a country of wilderness, governed by the rules of nature. By 2020, one million tourists are expected to visit its peculiar essence yearly (Icelandic Tourist Board, 2011). Despite the expectations, it is stunning that after a closer look, Iceland’s inhabitants have the world’s largest ecological footprint (S. E. Jóhannesson, 2010) and the country faces serious environmental damages caused by the increased number of visitors every year. Iceland’s wilderness has decreased an overwhelming 68% from 1936 to 2010(Taylor, 2011), due to anthropogenic activity and modern development, being covered today by only 1% forested area and 25% vegetation (Íslendingabók, 12th century).</p> <p>The proposed project aims at spreading eco conscious behavior across Iceland’s visitors by increasing awareness about the aspects that brought visitors here in the first place, as well as supporting Landvernd – the Icelandic Environment Association in land restoration and carbon sequestration initiatives.</p> <p>HI Iceland and the Reykjavik Hostels, based on the experience developed throughout the years on applied sustainability while working under the Swan Nordic Eco label certification, aim at passing on the knowledge gained to the national and international public in constructive, dynamic, participative and process oriented ways. The hostels have developed throughout the years not only good ecological thinking and practices, but also values and capability in regards to the economic and especially social sector, as the hostel environment is already recognized for its high social</p>

impact.

One of the main strengths of the presented activities is that most of them have already been through the trial period, and thanks to this fund they can be further improved, developed and spread at a wider level, both locally and internationally (e.g. the workshop has been tested during Green Days 2013, lectures about sustainable tourism through hosteling have been offered at the University of Iceland, the movie festival benefits the experience of Beneath the Waves 2012, held at the Reykjavik Downtown Hostel, and the weekly documentary nights followed by debates and reflections are successfully running for over 6 months).

Spreading the Good Word aims at reaching over 1500 participants in practical workshops and lectures and over 2 mil others through audio and visual means.

The proposed activities can be shared and implemented in the HI chain of hostels worldwide. This act will strengthen Hostelling International's contribution in the sustainable tourism as a whole and will increase its contribution to the global movement towards sustainable development.

Purpose/objectives of the project activity

Overall objective: Increased sustainability awareness

Specific objective: Teach participants about the consequences of climate change and ways to offset their CO2 emissions during travelling.

Goals/purpose: Offer effective information-promotion of applied sustainability, sustainable management and smooth transfer of practices to other hostels.

Methodology (How)

Duration:

March 2015-March 2016

<i>Proposed activity 1</i>	<i>Aim</i>	<i>Description</i>	<i>Outcome</i>
Environmental workshops	<ul style="list-style-type: none"> Explore the holistic nature of travelling while increasing awareness about one individual's impact on the environment. Promote global citizenship by taking part in an engaging, meaningful, participative and practical experience 	<p>Through guided debates and educational games, the group is discovering the importance and value of travelling in our lives and its impact on the environment.</p> <p>The workshop will explore terms as CO2 emissions, GHG caused by massive transportation and its consequences to climate change.</p> <p>Example of activity:</p> <p>The participants are invited in a tour around Earth, in which they will explore 5 major aspects related to their travel: transportation (plane, car, boat and the fuel needed to power them), water and its</p>	<p>Better understanding of the impact of tourism on the environment, causes and solutions for CO2 and GHG reductions. Spread awareness about possible solutions and understand the concept of sustainable tourism.</p> <p>The coordinated games and debates encourage critical thinking, creativity and ecological awareness upon individuals and will help them develop a "travel system thinking" meant to help them realize the impact of their actions on the environment,</p>

		<p>fluctuations around the globe, food habits (and its travel millage), waste and accommodation options. The activity coordinator will introduce the carbon footprint definition and participants are invited to calculate their carbon footprint through an online tool.</p> <p>After sharing the results, a 20 min lecture with ways to reduce and offset will be offered, in relation with the concept of sustainable tourism.</p> <p>The participants will be encouraged to voluntarily take the commitment to do at least one thing to reduce their ecological footprint during their travels or in their lifestyles.</p>	both during travelling and in their private lives.
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Practical details	<p>Target groups: general public (youth – schools and Universities in Reykjavik, customers, local population)</p> <p>Expected number of participants/workshop: 30</p> <p>Duration: 2 h x 6 (1 time/month)</p> <p>Media coverage: the workshop will be promoted through facebook events, newspaper and posters</p> <p>Success rate: At the end, each participant will complete a survey, rating the sufficiency of information gained, understanding, practicality, suggestions/comments for improvements and willingness to reduce/offset their carbon footprint.</p> <p>App. no of people reached per overall: 180 participants + 20% more reach out through increased awareness</p> <p>Activity indicator: surveys, photos, attendance sign sheet and final reports with conclusions.</p>		
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Proposed activity 2	Aim	Description	Outcome
Lectures for school groups	<ul style="list-style-type: none"> Focus on the youth Promote sustainable travelling and applied sustainability through hostelling to school groups Model youth's behavior in regards to sustainability during travelling 	<p>HI Iceland will visit/host schools groups and offer lectures about applied sustainability in the accommodation and tourism sector.</p> <p>Icelanders are well known for their massive travelling, both inland and outside the country, and <i>Spreading the Good Word</i> aims at helping them make more responsible choices during their travels.</p> <p>The lectures will start from a short introduction of HI Iceland, to the impact of travelling to climate change and the importance of a responsible accommodation option in regards to energy and water consumption, waste management, purchasing of chemicals and supplies, impact on the environment (soil and water) etc. and will offer several solutions for the</p>	<p>The youth will be able to choose their accommodation responsible and learn how to green up their travels both at the national and international level.</p> <p>The lectures will serve as an eye opener and offer practical tools to participants so that they will become responsible and aware of their power to make better choices, therefore lowering the impact of their travels.</p>

		participants to help them make more responsible choices before, during and after travelling, promoting at the same time to whole chain of HI hostels around the globe.	
Practical details	<p>Target groups: youth – schools and Universities in Reykjavik</p> <p>Expected number of participants per lecture: 20-30</p> <p>Duration: 40 min/lecture x 12 (twice/month during 6 months)</p> <p>Implementation: partnership with the local schools and Universities</p> <p>Success rate: At the end, each participant will complete a survey, rating the sufficiency of information gained, understanding, practicality, suggestions/comments for improvements and willingness to make more responsible choices during travelling.</p> <p>App. no of people reached per overall: 360 participants + 50% (information reaching parents)</p> <p>Activity indicator: surveys, photos, attendance sign sheet and final reports with conclusions.</p>		
Proposed activity 3	Aim	Description	Outcome
Lectures for the general public	<ul style="list-style-type: none"> Promote sustainable travelling through hostelling to the general public Understand the interdependence between environment, economy and culture through travelling 	<p>The general public is represented by a wide group, from neighbors, to business partners, guests, locals and all interested parties.</p> <p>The educational lectures will emphasize on the aspects of applied sustainability through hostelling at the local and international level. They are meant to help the public better understand their contribution as individuals in an eco conscious world, by offering tips and tricks to be used before, during and after a trip (e.g. pack wisely, choose eco friendly accommodations, eat locally, share transportation, do not waste resources, take part in the sustainability practices at the place: recycling etc.).</p>	The participants will understand that their choices can shape the environmental responsibility in the accommodation sector
Practical details	<p>Target groups: general public, customers, tourists</p> <p>Expected number of participants per lecture: 20-40</p> <p>Duration: 50 min/lecture x 12 (twice/month during 6 months)</p> <p>Media coverage: the lectures will be promoted on facebook pages, local newspaper, website etc.</p> <p>Success rate: At the end, each participant will complete a survey, rating the sufficiency of information gained, understanding, practicality, suggestions/comments for improvements and willingness to make more responsible choices during travelling.</p> <p>App. no of people reached per overall: 240-480 participants</p> <p>Activity indicator: surveys, photos, attendance sign sheet and final reports with conclusions</p>		

<i>Proposed activity 4</i>	<i>Aim</i>	<i>Description</i>	<i>Outcome</i>
Movie festival	<ul style="list-style-type: none"> Educate Reykjavík inhabitants, tourists and foreigners living in Reykjavík in sustainability related issues, causes and consequences of climate change through audio visual means (sustainability related documentaries). Promote concrete knowledge on how to reduce their carbon footprint and other environmental impacts. Promote cultural exchange, but mainly an exchange in sustainability related knowledge/ personal opinions, between international visitors staying at the Reykjavík Hostels, foreigners living in Reykjavík, and local population. 	<p>During one week, the movie festival will screen different sustainability relevant documentaries, followed by guided discussions/debates, aiming to focus the knowledge gained through the screening of the documentary into practical empowerment of the audience as more sustainability-responsible citizens.</p> <p>Screenings and discussion could be accompanied by different activities, workshops, or events related with each screening theme in order to develop further understanding and practical application of theoretical knowledge gained through the movie screening (Ex. Organic/local products tasting, different materials to serve as “food for thought” etc).</p> <p>The festival will be open for everybody (limited seats available) and entrance will be free of charge.</p>	<p>Attendants from different ages, nationalities and profiles will gain from increased awareness about climate change causes and consequences, and will also develop and gain personal knowledge about how to reduce their impact in climate change, how to offset for CO2 emissions and other sustainability related impacts (water and energy savings, recycling, reducing consumption in general, alternative ways of life etc.).</p>
Practical details	<p>Target groups: Reykjavík inhabitants, tourists and foreigners living in Reykjavík</p> <p>Expected number of participants per screening: 30-40</p> <p>Duration: 1 week (1 screening/day Mon-Fri; 2 screenings/ day Sat-Sun) in the first week of March 2014.</p> <p>Media coverage: the movie festival will be promoted on facebook pages, local newspaper, website etc.</p> <p>Success rate: At the end, each participant will complete a survey, rating the movie option, understanding, practicality, awareness and willingness to live more sustainable</p> <p>App. no of people reached per overall: 270 participants</p> <p>Activity indicator: surveys, photos, attendance sign sheet and final reports with conclusions</p>		
<i>Proposed activity 5</i>	<i>Aim</i>	<i>Description</i>	<i>Outcome</i>
2 days training within HI Iceland	<ul style="list-style-type: none"> To train HI Iceland’s chain of 33 Hostels in the impacts of tourism into the climate change 	<p>During the annual meeting where representatives from the network of hostels gather together, HI Iceland has the chance</p>	<p>Strengthen cooperation and share of environmental practices and knowledge within HI Iceland network of hostels.</p>

	<p>and explore ways of how to reduce and offset for CO2 emissions</p> <ul style="list-style-type: none"> Strengthen environmental knowledge within HI Iceland network of hostels and share practices and ideas 	<p>to emphasize on the consequences of massive tourism on the environment, share solutions and engage participants in sharing of practices and ideas.</p> <p>The team will be offered the opportunity to collaborate in creating a stronger sustainable relationship within the chain of Icelandic hostels.</p> <p>Outside trainer/lecturer will be invited.</p>	<p>Hostels' representatives will understand the concept of climate change and will find out practical tools to reduce their impacts as hosts.</p>
Practical details	<p>Target groups: HI Iceland's chain of hostels</p> <p>Expected number of participants: 30-60</p> <p>Duration: 6 hours x 2 days – end of October 2013</p> <p>Success rate: At the end, each participant will complete a survey, rating the organization, practicality, awareness and willingness to be part of the sustainable tourism market and reach out to all their guests</p> <p>Activity indicator: sheets of attendance where representatives of each hostel will sign, surveys, photos, final report.</p>		
Proposed activity 6	Aim	Description	Outcome
Reykjavik staff – team building through field trips	<ul style="list-style-type: none"> Strengthen collaboration between staff and suppliers Better understanding of the products offered of all components of a green hostel Better understanding of the local green economy 	<p>Working in an eco-conscious hostel involves more than recycling, turning off lights and saving water, it involves awareness and understanding of the „why” behind the green practices. In order for the staff to better understand the concept of sustainability and the meaning behind their daily actions, it is necessary to connect them with the environment and the sources that create the energy they use, water they drink, and the suppliers that provide the organic products.</p> <p>The monthly staff field trip aims at gathering staff from all Reykjavik locations together to better understand the practical side of being “eco-conscious” in the Icelandic society.</p> <p>6 field trips will be made: energy power plant, water treatment facility, organic yoghurt supplier, waste company, landfill and the Environment Agency of Iceland.</p> <p>On each site, sustainability related topics are</p>	<p>Strengthen connection with the Icelandic environment, better understanding of the running of a green hostel.</p> <p>Acquire skills and knowledge to share with the travelers staying at the hostels.</p> <p>Better cooperation between staff and indirect team building.</p> <p>The outcome of the field trips is to connect staff members with the Icelandic eco conscious life and offer them a better practical understanding of their surrounding environment.</p> <p>Moreover, as HI Iceland runs now 3 hostels in Reykjavik and an office, and the collaboration between staff is crucial for a good and solid cooperation and team spirit.</p>

		discussed and the team gets an insight into the presented subjects.	
Practical details	<p>Target groups: HI Iceland's Reykjavik staff – Reykjavik City Hostel, Reykjavik Downtown, Loft Hostel and the Borgartún office</p> <p>Expected number of participants/field trip: 20-60</p> <p>Duration: 1.5h up to 4 h /once per month x 6 months</p> <p>Success rate: At the end of each field trip, each participant will complete a survey, rating the organization, practicality, sense of belonging in the team, comment/suggestions for future trips</p> <p>Activity indicator: surveys, photos, attendance sign sheet and final reports with conclusions</p>		
Proposed activity 7	Aim	Description	Outcome
Purchasing of documentaries and obtaining of rights to screen them	Purchase the newest sustainability related documentaries and screen them to the general public during the weekly evenings.	The Reykjavik hostels' documentary evenings followed by guided debates have become very popular in the capital, and both local and international participants are attending the screenings. The movie screenings start at 20:00 and the debate varies from 20 min to 2 hours. Therefore it is necessary to keep the movie collection updated with the newest entries. Several organic and fair trade products will be tested	The Reykjavik Hostels have gradually become facilitators of sustainability related knowledge and reflections through weekly screenings.
Practical details	<p>Target groups: general public, customers, tourists, youth, local population etc.</p> <p>Expected number of participants/screening: 30</p> <p>Duration: 1.5 hours up to 3 hours (movie + debate) on Mondays</p> <p>Media coverage: the movie festival will be promoted on facebook pages, local newspaper, website etc.</p> <p>Success rate: At the end, each participant will complete a survey, rating the movie choice, understanding, practicality, awareness and willingness to live more sustainable</p> <p>App. no of people reached per overall: 270 participants</p> <p>Activity indicator; surveys, invoices with the purchased movies, reviews etc</p>		
Proposed activity 8	Aim	Description	Outcome
Pilot for Restoration and Carbon Sequestration on Severely Degraded Land	<ul style="list-style-type: none"> Prepare for a participatory restoration and carbon sequestration 	Iceland has long suffered from severe land degradation and desertification. Over 95% of original native birch woodland is lost since human settled the island one thousand years ago and about 40% of the country is now a barren desert or otherwise poorly vegetated. Therefore, Iceland offers extensive opportunities for restoration and carbon sequestration activities, including the off-setting of carbon footprint from HI travelers.	<ul style="list-style-type: none"> A report on the outcome of the pilot, to be used to develop the future project. Identified areas A network of experts,

	<p>project with national hostels and volunteering organizations.</p> <ul style="list-style-type: none"> • Create a network with relevant stakeholders, including environmental NGOs, volunteering organizations, governmental organizations (experts), landowners, schools and others. • Get an estimation on information on how much (one unit of) volunteers can contribute per day to CO₂ reductions and size of area restored 	<p>The pilot project applied for here forms the first phase of a larger participatory restoration project which HI Iceland plans to start with Landvernd (the Icelandic Environment Association), Iceland's leading environmental NGO. The project aims at restoring degraded land and sequestering carbon in soils and vegetation on severely denuded land, where access of machineries is limited and hand power needed. It will involve national hostels and volunteering organizations. The pilot is composed of the following:</p> <ol style="list-style-type: none"> a) Identifying and creating a network of restoration experts, representatives of environmental NGOs, volunteering organizations and landowners, in addition to HI Iceland staff and national hostel representatives. The network will serve as a support team for the execution of this project, and different members of the network will take on various responsibilities within the project. b) Identifying three locations for future restoration activities, one in the East, one in the North and one in the South part of Iceland. c) Selecting one of these three locations to run a one year pilot on restoration of severely degraded land, involving all identified network stakeholders. Extent and severity of degradation needs to be analyzed and corresponding methods of restoration (i.e. species, fertilizers, etc.) determined. Then a team of 4 volunteers and project organizers will work for one week on restoration in this location. Also, means of evaluating restoration success and amount of carbon sequestered will be identified and those examine and calculated in due time. d) Evaluating the pilot, e.g. by surveying participants and stakeholders. Writing a report on success and failure of pilot and give insight into how to implement the project on a larger scale in co-operation with national HI hostels in Iceland and volunteering organizations. <p>This project is a participatory project which strongly relates to increasing the sustainability of Icelandic soils and terrestrial ecosystems. Also, the project has a huge potential in significantly reducing carbon dioxide in the atmosphere.</p>	<p>NGOs, volunteering organizations and landowners to act as a support team for the execution of the project.</p>
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Practical details	<p>Target groups: HI Iceland hostels, volunteering organizations, NGOs, landowners, restoration experts</p> <p>Duration: 1 year, March 2015-March 2016</p> <p>Implementation: Responsibility lies with HI Iceland and Landvernd</p> <p>Success rate: a) ecological success; b) implementation success</p> <p>Activity indicator: ecological measurements, surveys for participants, photos before and after, calculations of carbon sequestration, final report.</p>
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Monitoring plan

Staff	Attributions	Indicators of success
Project Coordinator (1 full time employee)	<ul style="list-style-type: none"> Organizes and coordinates the proposed activities, in collaboration with the 2 EVS Volunteers (European Voluntary Service, project granted under the Erasmus+ EVS Program) and Activity 8 in collaboration with Landvernd – The Icelandic Environment Association Creates partnership with the school groups, gives lectures Controls the media coverage and the flow of information Promotes and implements the activities, creates final reports, applies the suggestions for improvements from one event to another Delegates tasks to the 2 volunteers and assures that they are completed accordingly Where applicable, follows the Swan Ecolabel criteria in the implementation of the proposed activities 	Final activity reports, media reviews, participant's surveys, regular reporting to the HI office
2 EVS (European Voluntary Service) volunteers (project granted by the Erasmus+)	<p>Since 2003, the Reykjavik City Hostel has been hosting 1 EVS volunteer and currently there are 2 volunteers granted by the Erasmus+ Programme, as HI Iceland has expanded and included the Reykjavik Downtown, the Reykjavik Campsite and the newest Loft Hostel on the sustainability agenda. The Green Hostels project helps the Reykjavik Hostels maintain and improve the sustainability policy and practices.</p> <ul style="list-style-type: none"> During the <i>Spreading the Good Word</i> project, the 2 volunteers will assist the Project Coordinator in implementing the proposed activities. Their role will be in assisting with the organization, create facebook and twitter promotional events, collect and manage the surveys and the attendance signature lists, analyze results Substitute the Project Coordinator during the weekly movie screenings and after- movie debates. 	The Project Coordinator is responsible for supervising and coordinating the tasks delegated to the volunteers

Contribution to Sustainable Development

As defined by the United Nations' Brundtland Commission, sustainable development is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs". The increased tourism plays an important role as the world has become very

transparent and facilitates easy access from one country to another.

The proposed project and its activities, *Spreading the Good Word*, is highly valuable to the concept of Sustainable Development as it reaches the youth, the travelers and the next generation which will face the consequences of climate change more than we do now. The project is reaching all 5 pillars of learning described by UNESCO – learning to know, to do, to be (ie., to assume one's duties and responsibilities) and to live together with others and touches all pillars of sustainability: environmental, social and economic.

Through the proposed activities, the project seeks not only to reduce the carbon footprint of the participants and their actions but it offers an extra social sustainability benefit, as it brings people together in a common cause and facilitates the transfer of information from high minded notions into daily visionary practices.

Despite the visible climate changes worldwide, the tourism sector is more likely to increase in the future years and *Spreading the Good Word* is becoming a crucial field, and its implementation as an academic topic is already taking place in most of the schools and Universities around the world. With over 11 years of experience, HI Iceland can offer practical tools and information about applied sustainability in the accommodation and in the sustainable tourism sector as a whole.

The proposed project aims at creating a viral community which will share further the ideas and practices and moreover, HI Iceland aims at continuing it after the grant period.

Environmental impacts

Spreading the Good Word raises awareness about all environmental aspects, from water consumption, to energy, CO2 emissions, impact on the local soil etc. and emphasizes on the solutions that one person can apply in order to not only travel more responsible but also live a more sustainable life.

All participants in the proposed activities will highly benefit in terms of increased environmental consciousness which will be reflected in daily practices and choices.

The proposed activities will explore the complex concept of climate change and will offer its participants relevant tools to reduce and even offset their CO2 emissions.

Estimations of emission reductions (CO2e tones)

During the environmental workshops and gatherings, participants (both staff and general public) will be offered information and tools on how to keep track of their carbon footprint through online tools.

The Reykjavik Hostels (Reykjavik City Hostel and Reykjavik Downtown Hostel) have the lowest carbon footprint emissions in the Hostelling International network of hostels worldwide, according to the study made by MyClimate in October 2012, where sustainability efforts together with the natural resources work hand-in-hand.

The calculations of Emission Reductions, presented in Annex II, are based on the figures presented in My Climate report.

The Reykjavik Hostels now commit to reduce even more their impact on the environment and aim at becoming 0 regular waste hostels and strive for increasing their consumption of local and organic products while spreading good practices and habits to the local and international visitors of the hostels. Through education and increased awareness in the participants, the Reykjavik Hostels aim at creating positive impact and increase their “handprint” which will eventually outweigh the footprint.

Saved Funds and ROI (return of investment)

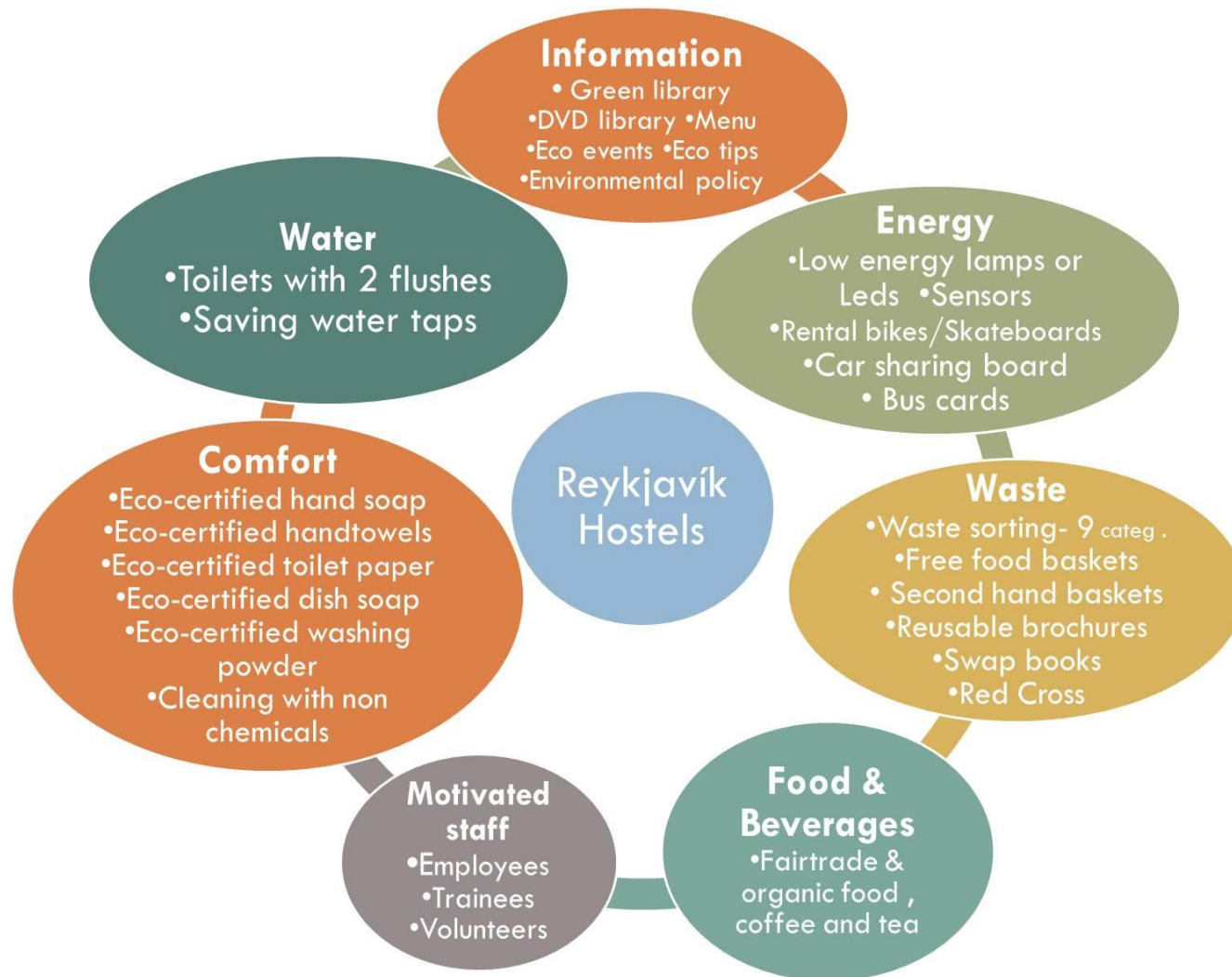
The Calculations of Saved Funds and ROI are presented in more detail in Annex III.

After completion of the project, HI Iceland estimates an average of 5-10% on water and electricity bills through increased awareness among staff members during the next 10 years.

All the measurements will be taken at the beginning of the project and the meters will be checked and analyzed monthly, in report with the previous year's consumption and the overnights.

The Reykjavik Hostels, through their environmental Swan Eco Label certification have strived and obtained great improvements along the years in natural resources preservation and limited consumption. *Spreading the Good Word* will reinforce the flow of information to the ever-changing staff through visual tools and also develop more social and team engaging activities.

All saved funds will be reinvested in possible attic isolation in our oldest hostel.



Annex I – Budget Action. Justification & Description

Budget Action - Justification & Description	Unit	# of units	Unit rate (in GBP)	Requested Budget GBP	*NA'S Contribution	Alternative Funding	TOTAL BUDGET GBP
1.1 Human resources							
1.1.1 Activity Coordinator	Per month	6,0	1333.3	6000	2000		8.000
2. EVS Volunteers - Erasmus+ Program							
2.1. App. Costs	Per month	6	1.000	0	0,0	6.000	6.000
Subtotal Human resources							14.000
3. Environmental workshops							
3.1 Printings/ Organic snacks / Non-alcoholic Beverage	Per workshop	6	125	600	150	0	750
Subtotal Environmental Workshops							750
4. Lectures for school groups							
4.1 Transportation	Per lecture	12	8,33	75	25	0	100
Subtotal Lectures for school groups							100
5. Movie Festival - 1 week							
5.1 Screening rights	Per movie	9	100,00	1100	400		1.500
5.2 Addings - food & beverage tasting	Per overall		500				
5.3 Poster printings & commercials	Per overall		100				
Subtotal Movie Festival - 1 week							1.500
5. Training within HI Iceland - 2 days							
5.1 Outside HI Iceland lecturer	Per hour	12	54,17	500	150		650
Subtotal Training within HI Iceland - 2 days							650
6. Reykjavík Hostels - Educational Field trips							
6.1 Energy Power Plant - Salary coverage. Average of 30 attendandts x 2 h	Per trip	60	7,00	2475	630		3.105
6.2 Water treatment	Per trip	60	7				
6.3 BioBu- Organic yogurt provider	Per trip	60	7				
6.4 Gámar - Waste recycling provider	Per trip	60	7				
6.5 Environment Agency of Iceland	Per trip	60	7				
6.5 Landfill	Per trip	60	7				
6.6 Transportation	Per overall	6	100				
Subtotal Educational Field Trips							3.105

Annex I – Budget Action. Justification & Description

Budget Action - Justification & Description	Unit	# of units	Unit rate (in GBP)	Requested Budget GBP	*NA'S Contribution	Alternative Funding	TOTAL BUDGET GBP
7. Purchasing of documentaries - weekly movie nights							
7.1 Appr screenings with 15 movies (or documentaries)	Per movie	15	10	100	50		150
Subtotal Purchasing of Documentaries							150
8. Pilot for Restoration and Carbon Sequestration on Severely Degraded Land							
Selection of areas/travelling costs:							
8.1 Flights	Per flight	4	154	615			615
8.2 Driving (one car three locations)	Per trip	3	103	308			308
Restoration work:							
8.3 Transport	Per day	3	154	462			462
8.4 Food (volunteers and field experts)	Person/day	21	41	862			862
8.5 Evaluation of restoration	Per overall	n/a	769	769			769
8.6 Equipment, material (seeds, fertilizers) etc.	Per overall	n/a	5641	2564		3077	5641
8.7 Field experts salaries	Per month	3	2564	5128	2564		7692
Subtotal Pilot for Restoration & Carbon Sequestration on severely degraded land				10.708	2564	3077	16.349
9. Activities Evaluation							
9.1 Surveys (tools and database)	Per overall		400	300	100	0	400
Subtotal Activity Evaluation							400
10. Other Costs							
10.1 Phone bills, office tools, electricity etc.	Per overall		200		200		200
Subtotal Other Costs							200
Alternative Funding							9.077
HI Iceland's Commitement and Contribution							6.269
Requested Budget							21.858
Total costs of the entire project							37.204

*All projects require a contribution from the National Associations (the applicant) to demonstrate commitment to the project. Contributions from National Associations help to ensure successful completion of the project. Contribution may be in the form of a cash contribution or a calculation of personnel time over and above what the HISF grant will support.

Annex II. CO₂ Estimation of Emissions Reductions

	City Hostel t CO2 e/year	Downtown Hostel t CO2 e/year	Estimation LOFT Hostel (opened April 2013)*	Total t CO2 e/ year
Natural resources	2	1		3
Food & Beverage	34	6		40
Laundry	6	3		9
Air Conditioning	-	-	-	-
Waste & Recycling	7	3		10
Total	49	12	20	81
Estimation Co2 reduction	-20%	-5%	-10%	
Average CO2 e/year reduction estimation	39,2	11,4	18	68.6
CO2 Estimation (Activities 1 to 7)	12.4 CO2 e tones/year			
Activity 8 - Pilot for Restoration and Carbon Sequestration on Severely Degraded Land	Seq. App. 2,0t CO2 / ha /yr	Seq t / ha / yr	# ha	Total tones CO2/year
		2	14	28
Total Estimation of C02 Reduction all activities		40.4 tonnes per year		
*Estimation Loft - Calculation. Yearly occupancy estimation 2013 = 63% => 1.1 kg Co2 e per guestnight => 20 tones/year				

The Reykjavík Hostels are already using other tools to reduce the CO₂ emissions caused by travelling, which are not included in the above calculation: we offer a car sharing board and information about car pooling in Iceland, eco-driving tips for the rental cars, promotion of public transportation and bike/skateboard rental, offer free food baskets where still usable food is left for other guests to use, second hand baskets with toiletries and clothes.

Other projects in progress:

- Offering guests the possibility to plant trees or other types of vegetation to reduce the CO₂ emissions caused by transportation.
- Mini garden between the Loft Hostel and our neighbor building + more plants on the hostel's terrace.

Hostelling International CO₂e-REPORT 2012

City Hostel, Reykjavik, Iceland

CO₂e-Report

This carbon footprint takes into consideration all consumption relevant for the operation of the hostel during one year. The data is based on the hostel's self-declaration in the Excel Questionnaire; the entries have been audited for plausibility by myclimate.

Analysis



CO₂ is the most important greenhouse gas, but by no means the only one. Other emissions, such as methane or nitrous oxide, are also taken into account and converted into CO₂ equivalents (abbreviated as CO₂e). This carbon footprint shows all relevant greenhouse gases calculated in CO₂e.

Database for calculation: 2011
valid until:
2013
Date of Report:
Zürich, 09 October 2012

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www.hotel.myclimate.org

Hostelling International CO₂e-REPORT 2012

Downtown Hostel, Reykjavik, Iceland

CO₂e-Report

This carbon footprint takes into consideration all consumption relevant for the operation of the hostel during one year. The data is based on the hostel's self-declaration in the Excel Questionnaire; the entries have been audited for plausibility by myclimate.

Analysis



CO₂ is the most important greenhouse gas, but by no means the only one. Other emissions, such as methane or nitrous oxide, are also taken into account and converted into CO₂ equivalents (abbreviated as CO₂e). This carbon footprint shows all relevant greenhouse gases calculated in CO₂e.

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Annex III – Saved Funds & ROI

(How much do you anticipate saving on power bills after completion of the project? Please provide calculations. Please indicate what alternative use will be made of savings generated)

Save Funds	Estimation 2013 - RCH + RDH (GBP)	With 50% Loft Hostel	App. 10% savings	Estimation Total 1st year GBP	5 years period	10 years period
Electricity	14.000	21000	2.100,00	3375	16.875	33750
Hot Water	7500	11250	1.125,00			
Cold water	1000	1500	150			
ROI on power bills – 10 years period						0.43%

The real return of investment can not be calculated only on power bills, but also on the estimated tones of CO2 reduction, as shown bellow. Also, the proposed activities will bring along reductions not only on the power bills, but also on waste management, calculations which are not included in the above calculation of ROI.

Return of investment	Number	KG of Co2 saved*	Total CO2 reduction	Minimum Price per CO2 tone	Total Cost CO2 GBP - 6 months period	5 years period	Total returns 5 years period GBP
Direct participants in activities	1500	15	22,5 tones	3.44 GBP**	10.383,64	103.836,4	120.711
30% of guests which will indirectly take part in the project(6 months period)	11.600	10	116 tones				
People inspired by the proposed activities	240.000	12	2.880 tones				
ROI***						259,21 %	

*reduced kg of CO2 by: recycling paper, using eco friendly transportation mean, 20km (bike, bus, car sharing etc.),

** Carbon taxes around the world, Europe, minimum cost varies from 4 to 30 euros = app. 3.44 GBP

*** <http://easycalculation.com/mortgage/roi-calculator.php>

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