A wide-angle photograph of a volcanic landscape in Iceland. The terrain is covered in vibrant green moss, growing on dark, jagged volcanic rocks. The moss forms thick, rounded mounds and patches, creating a textured and organic appearance. The background shows rolling hills of similar moss-covered terrain under a clear, pale blue sky. The overall scene is serene and emphasizes the natural beauty and sustainability of the environment.

Iceland at the forefront of sustainable green solutions

Nótt Thorberg, Director Green by Iceland

Bridging continents



North America
5 to 8 hours

Reykjavik International Airport (KEF)
Major North-Atlantic Hub

Europe
2.5 to 4 hours

Republic of Iceland: since 1944
Population: 373.000 inhabitants
Area : 103.000 km²
Official currency: Icelandic króna ISK
Official language: Icelandic
Government: Parliamentary democracy
Geography: Part of the Nordic countries



Green by Iceland

Green by Iceland

Operated within



Government of Iceland
Prime Minister's Office



Government of Iceland
Ministry of the Environment, Energy and Climate



Government of Iceland
Ministry for Foreign Affairs



Organisation

BOARD



LANDSNET



orkusalan



GRÆNVANGUR
GREEN BY ICELAND



RioTinto

Elkem



ICELANDAIR

TEAM



Grænvangur



MANNVIT

EFLA



KVIKA



KPMG



skógræktin
ICELANDIC FOREST SERVICE



Festa

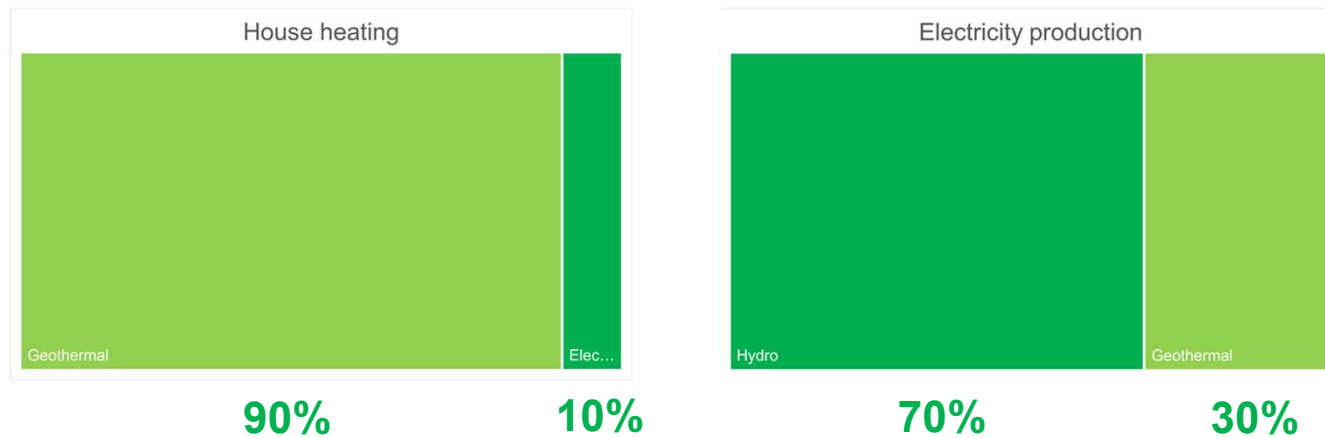
hagar

A collaboration platform on climate issues and green solutions

An aerial photograph of a river winding through a verdant, hilly landscape. The river is dark and flows from the left towards the right. The banks are rocky and covered in dense green vegetation. The overall scene is bright and natural.

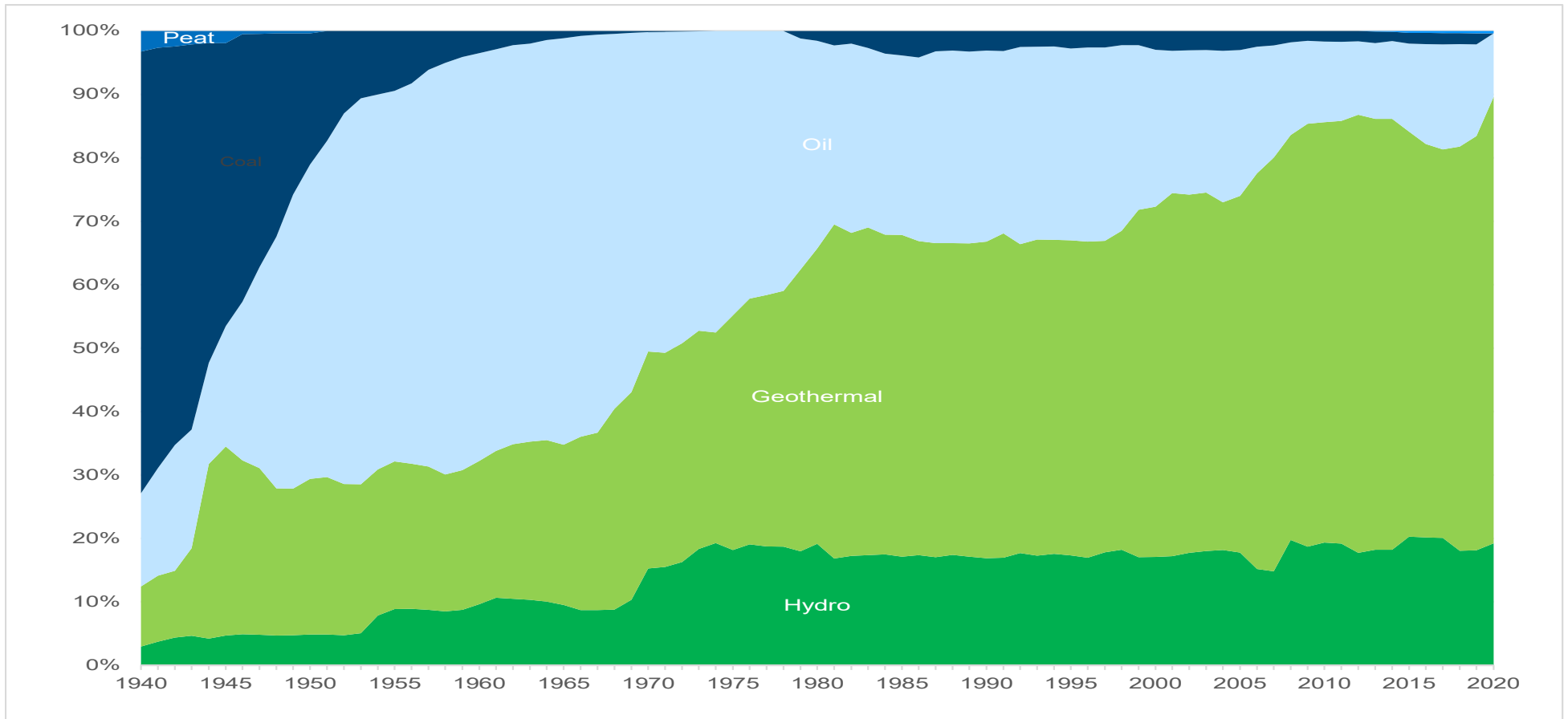
**By 2040,
we aim to be carbon neutral
and fossil fuel free**

Iceland has been harvesting renewable energy for more than a century



100% of electricity and house-heating needs are met with renewables

Today 85% of primary energy comes from renewables



Sources National Energy Authority

Primary energy development in Iceland 1940-2020

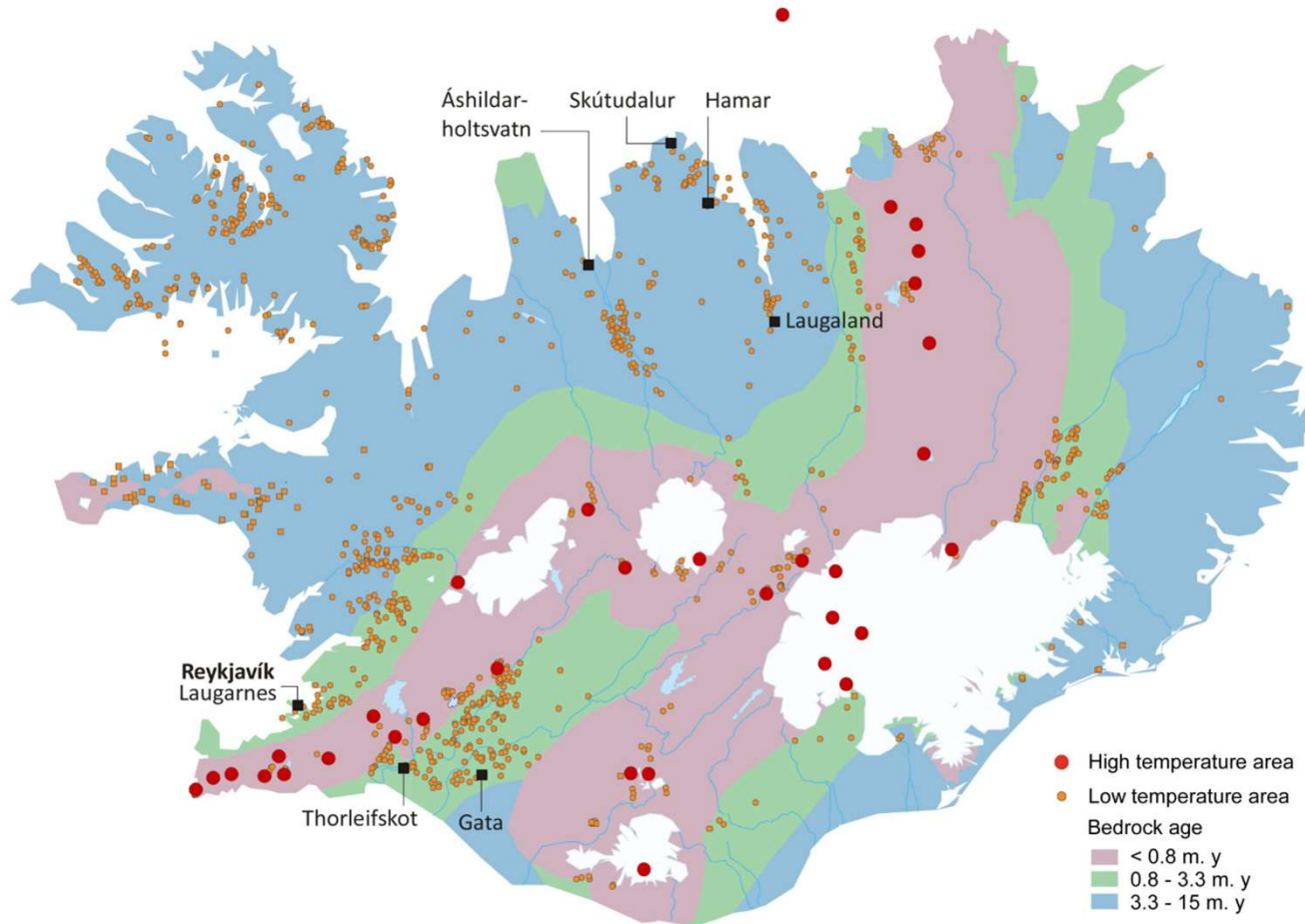


So how did this happen?

- In the beginning of the 1900s Iceland was amongst the poorest nations in Europe.



A bedrock full of natural heat



Source: isor.is



An aerial photograph of a geothermal field, showing various colored mineral deposits and pools of water. A large, semi-transparent circular inset is overlaid on the left side of the image, containing text. The background image shows a complex landscape of brown, white, and blue mineral formations, with several small pools of water scattered throughout.

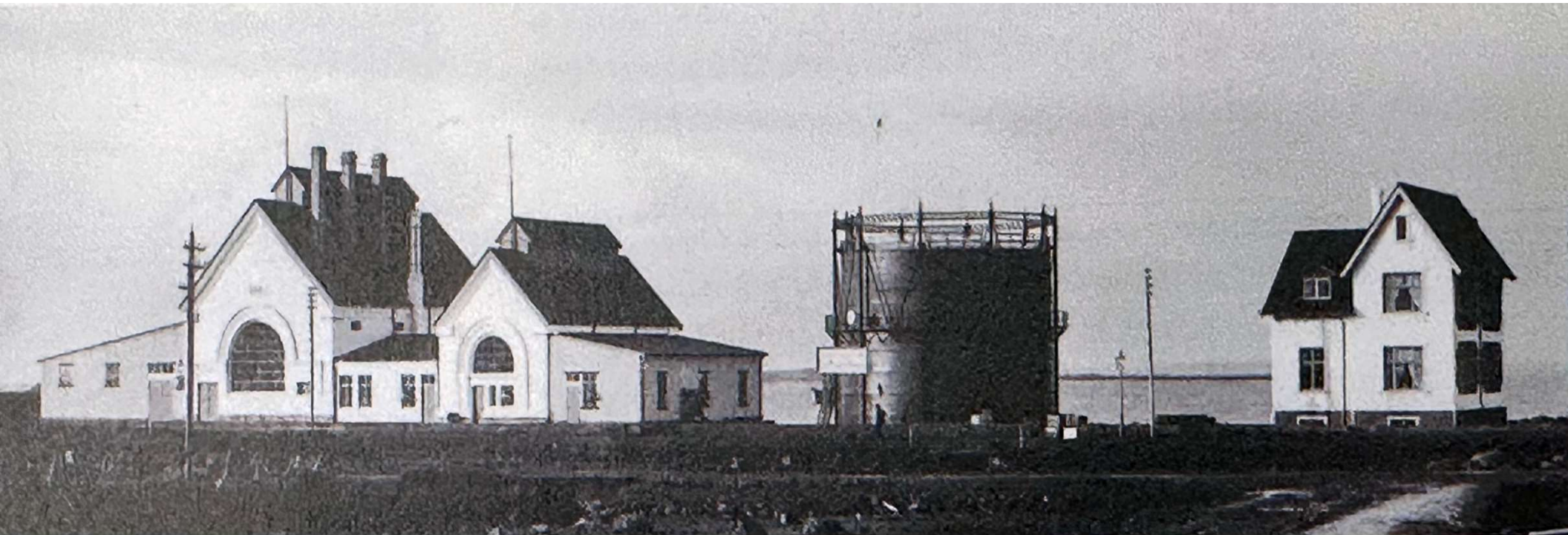
Entrepreneurship

- It started small!
- In 1909 a farmer heats his farm with water from a geothermal hot spring



Reykjavík in the early 1900s

- Looked like any other town in Europe at that time
- At that time Iceland was importing coal and gas
- Urbanisation had started and the town grew rapidly



1914-1918

Fuel shortage during the war put pressure on politicians to look into new solutions.




Morgunblaðið National paper front page 1930s


Inhabitants of Reykjavík!
Choose central heating
and vote for the C-party!

Morgunblaðið
Váskabál, Ísafeld. 25. Árg., 24. tbl. — Fimmtudaginn 20. Janúar 1938. Ísafeldarprentsmáfi, h. f.


Kjósið hitaveituna í dag — C-listann
Reykurinn yfir bænum, sem hitaveitan útrýmir!




Burt með fyrirkúfu, 4-brífað og kostnað við kolakýndinguna.




Heitt vatn þarf að koma í öll eldhúsi, og gróðurhúsi að rísa um allan bæ.




Hreint loft yfir Reykjavík, þegar hitaveitan er komin! Sólar nýtur til fulls!



Kolakýndingu er útrýmt, kolaofnum, kolaryki, kola-kostnaði. Með einu handtaki er hitanum veitt um íbúðirnar.



Með hitaveitunni kemur heitt vatn í eldhúsin. Og við hávegginna er hægt að koma upp gróðurkálum, þar sem ræktaðar verða matjurtilir, blóm og aldin.



Reykvíkingar! Tryggið yður hitaveituna með því að kjósa
C-listann



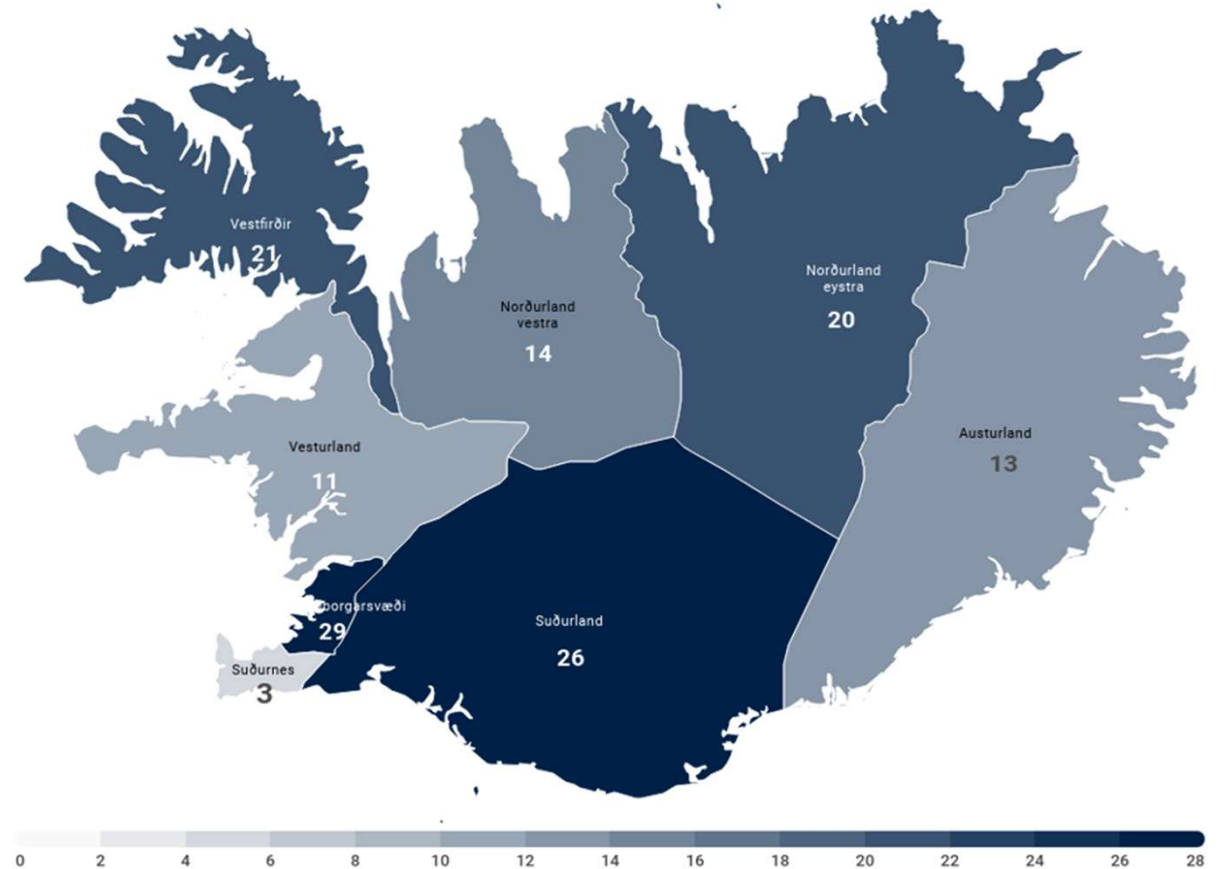
1930

Reykjavík became the first town to implement central heating at a scale in the world – starting with a public school and the National hospital.

The Icelandic Energy Fund

The fund was instrumental in advancing the second energy transition.

Between **1961 and 1983** over 350 loans issued in Iceland and over 20 central district systems built across the country.





1970s

Extremely high energy cost and clear focus on developing local energy resources across the entire country.



Iceland today

- Clear skies!
- Iceland's transition to renewable local energy resources laid the foundation for today's modern society

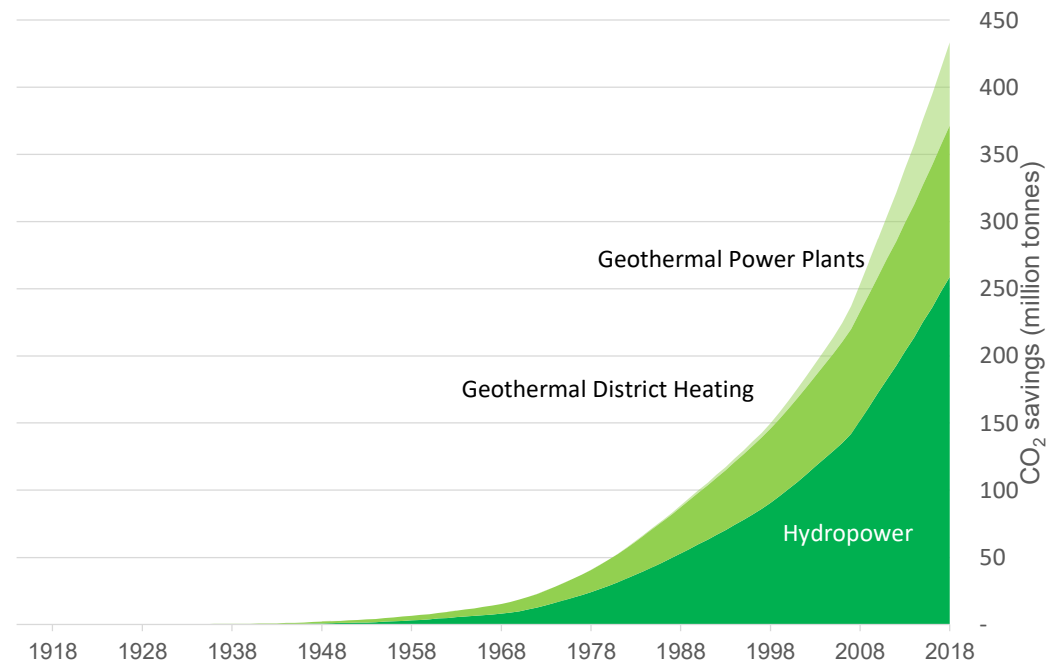
Moving into renewables is a strong business case



In Iceland avoided costs as a result of geothermal is **around 3% of GDP** on an annual basis

Domestic production of renewable energy means **less dependency** and **more stability and security**

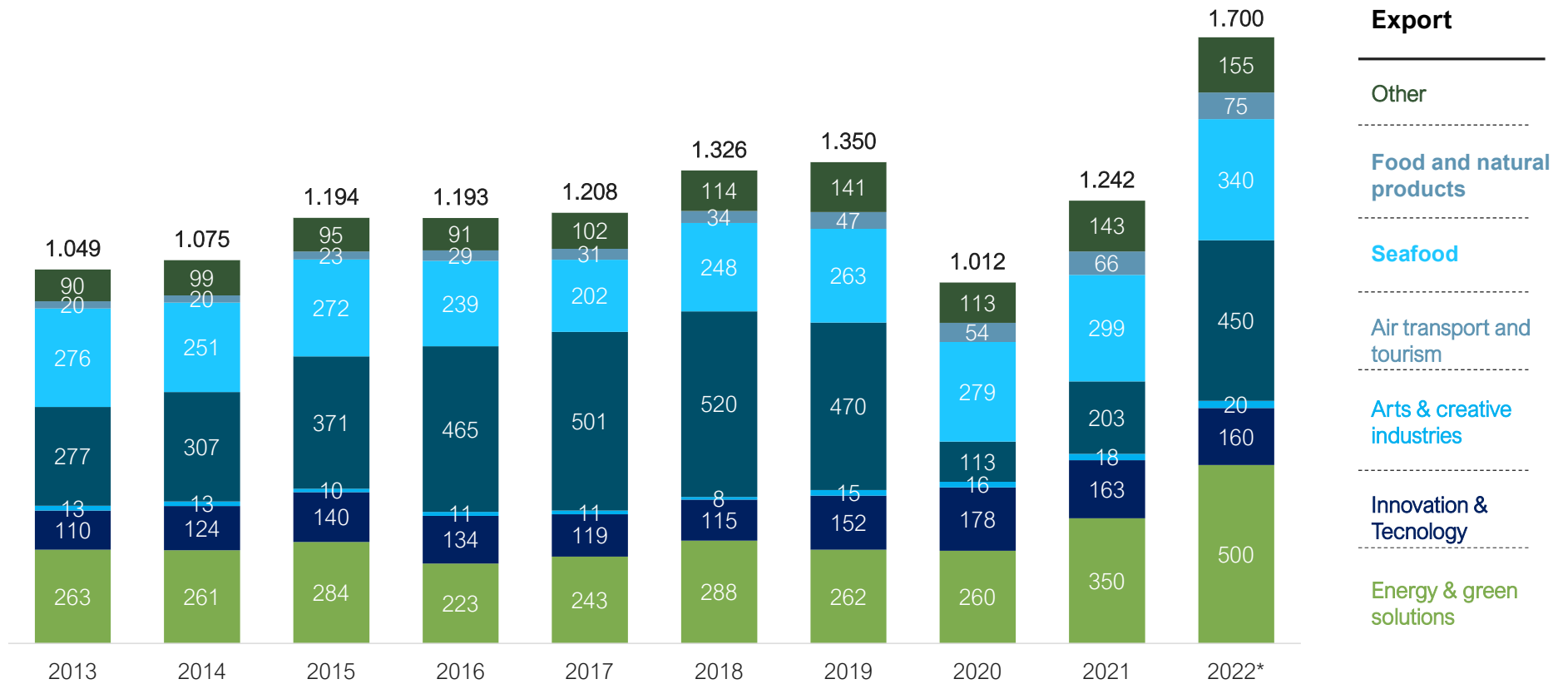
In total Iceland has saved over **450 million tons of green house emissions** from the start



Accumulative CO2 savings using renewables instead of oil contribution of Iceland 1914-2018

Source: National Energy Authority

Growth sectors in Iceland and development of exports



* Áætlun



Geothermal also brings higher quality of life

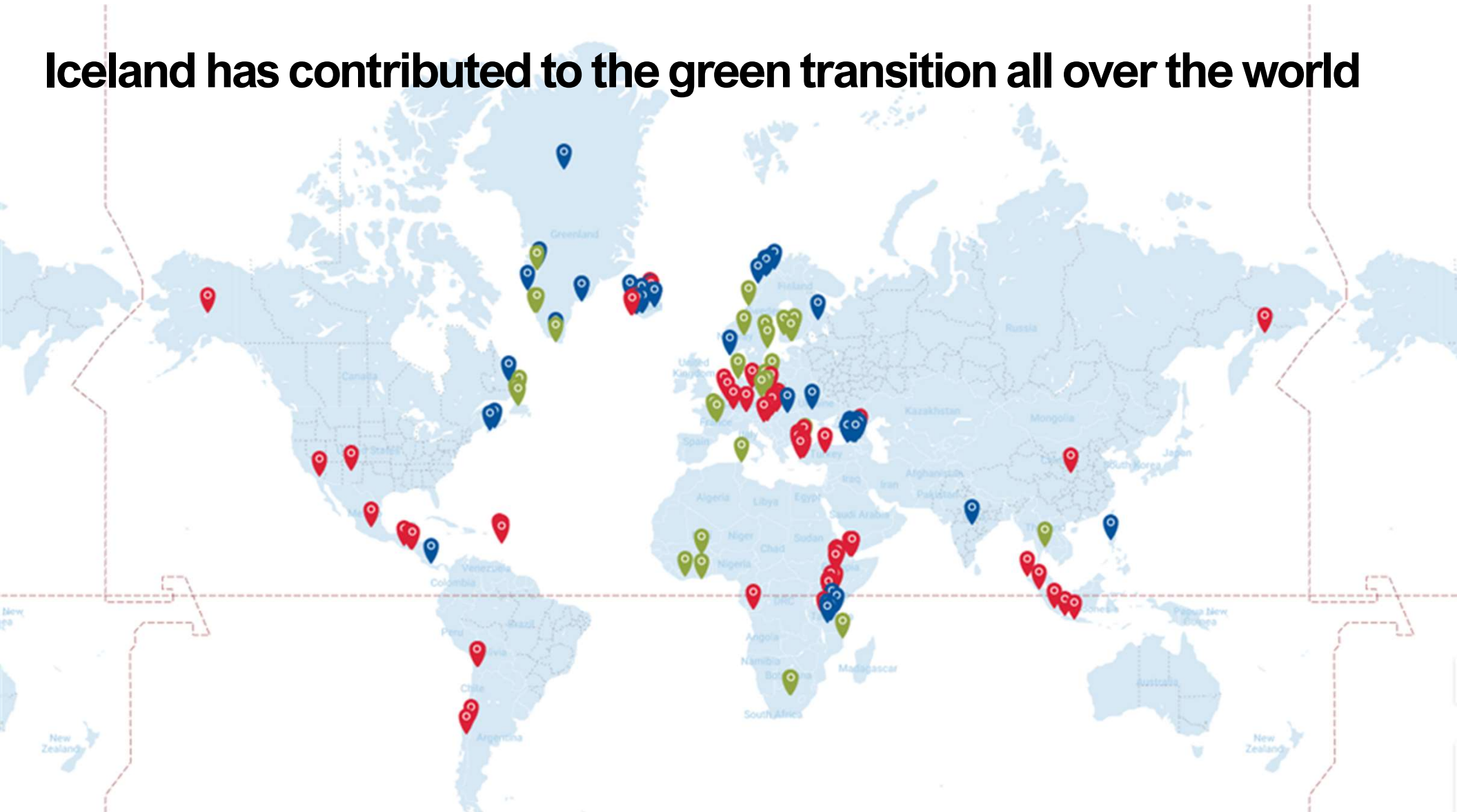
- Clean air and drinking water
- High quality local food products
- Geothermal bathing culture
- 200 swimming pools in Iceland
- World-renowned spas

The background image shows two men in high-visibility yellow safety suits and hard hats. They are standing in an industrial setting, looking at a large piece of machinery. The man on the left is wearing a white hard hat and has a name tag that says "Einar Óskar". The man on the right is wearing a yellow hard hat. They appear to be engaged in a conversation or inspection of the equipment. A large, semi-transparent white circle is overlaid on the left side of the image, containing text.

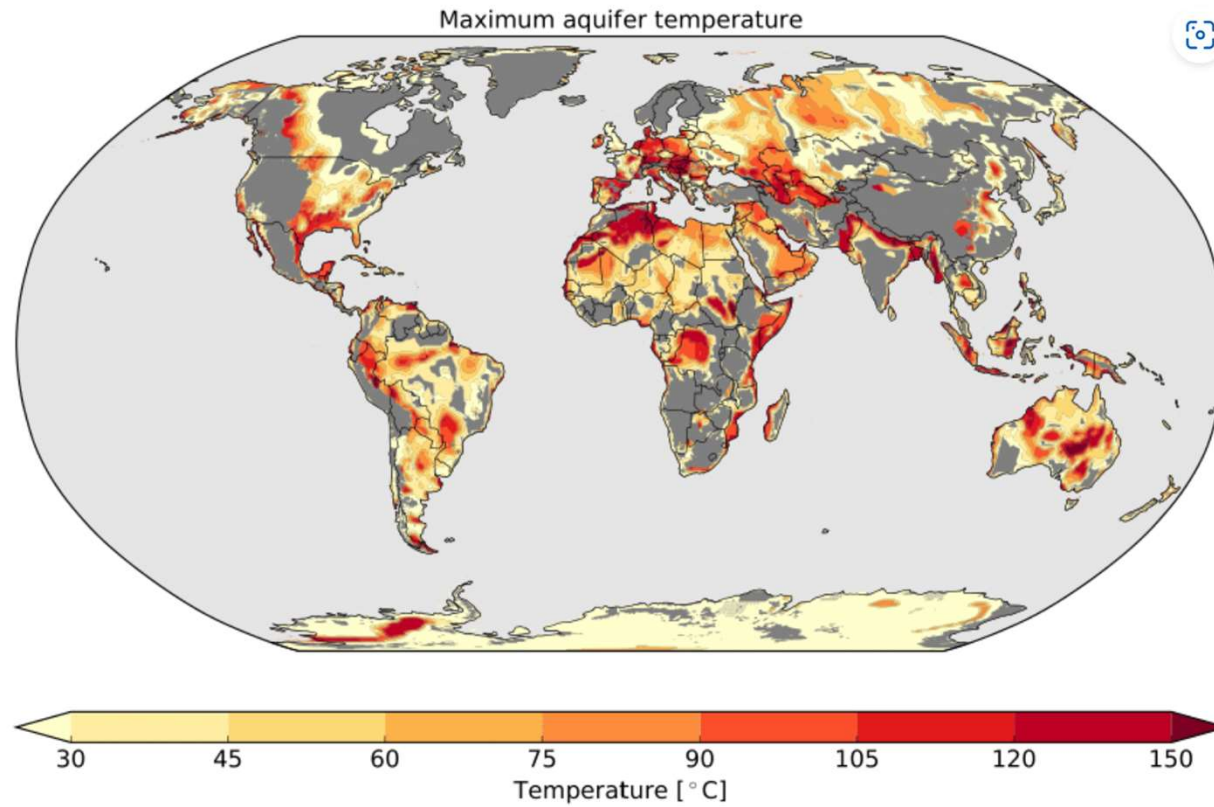
We have developed substantial expertise and knowledge

- Geothermal energy.
- Hydropower.
- Power Transmission Systems.
- Carbon Capture, Utilization, Storage.

Iceland has contributed to the green transition all over the world



Geothermal is perhaps the world's best hidden gem



Let us connect you to build a greener future together



Greenbyiceland.com

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Green by
Iceland



YouTube