



Wakeboarding Iceland – sustainability policy 2024–2026

At Wakeboarding Iceland, we are engaged in contributing to the resources we draw upon in our activities, that is, our surroundings and environment, as well as the people and communities we live within.

Wakeboarding is an exciting activity and can be adapted to all skill levels. Our current operational framework is energy efficient and adaptable and our activities encourage an active involvement with the nature around us, as well as the thrill of the wakeboarding itself.

It is important for us to focus actively upon the sustainability of our activities, both the social and environmental aspect. This is true for both the current tours we offer, as well as our future plans, which include hiking and paddleboarding tours in 2025 and a future vision for a wakeboarding cable park.

To this end, we have developed a strategy, with actions and milestones to be achieved. The UN SDG's are a source of inspiration and guidance, and we have endeavored to connect our emphasis to them.

People and Community



Ensure healthy lives and promote well-being for all at all ages

- **Wakeboarding Iceland** is an outdoor experience, and as such it provides healthy activities for those who enjoy it. It is an accessible sport and can be adapted to all skill levels and all ages. We welcome the opportunity to provide healthy recreation, both for our international visitors and our local friends and neighbors.
- In **2024**, Wakeboarding will be an active partner in a local watersport event, showcasing local opportunities for healthy and sustainable activities in the Westfjords.
- In **2025**, we aim to introduce hiking and paddleboarding tours to our offer, thus giving our clients a possibility of enjoying the tranquil nature of Westfjords from a new perspective.
- By **2026**, we aim to attract a wide range of clients, offering them the opportunity to experience the joy of these outdoor adventures. Additionally, we aim to attract locals of all ages, providing new, healthy, recreational opportunities for outdoor activities.



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

- **Wakeboarding Iceland** is aware that outdoor physical education is a proven way to enhance concentration skills and refresh mind and spirits. Participating in outdoor activities also raises awareness and respect for nature and places and provides good opportunities for environmental education.
- Wakeboarding Iceland strives to include education about Iceland's sensitive ecology and sustainable practices in the outdoors in all their tours. By **2026**, Wakeboarding Iceland aims to offer summer courses and club access for youths, thus promoting outdoor recreation, physical activities and wellbeing through watersports. Through our youth program, we will educate and strengthen the physical skill set of our participants.

People and Community

5 GENDER
EQUALITY



Achieve gender equality and empower all women and girls

- **Wakeboarding Iceland** has no gender bias implicated and is an equal opportunity sport for all genders. At wakeboarding, our key employees are both men and women and we emphasize the accessibility of all genders to the sport.
- Wakeboarding pledges to promote the sport equally to practitioners of all genders, from **2024** and onwards.

10 REDUCED
INEQUALITIES



Reduce inequality within and among countries

- **Wakeboarding Iceland** is founded by new Icelanders and is thus an example of the positive impact immigration can bring to communities around Iceland. However, we are aware of the inequalities that can persist based on different backgrounds. We believe that wakeboarding, with its low threshold for accessibility, can join youths and adults of different backgrounds in the togetherness and bonding that comes through outdoor activities and physical achievement.
- We pledge to ensure equal opportunities from **2024**, both within the companies among employers, and by providing and adapting programs that can suit all those interested in the sport.

11 SUSTAINABLE CITIES
AND COMMUNITIES



Make cities and human settlements inclusive, safe, resilient and sustainable

- **Wakeboarding Iceland** is located in Ísafjörður, the largest town in the Westfjord peninsula of Iceland. Like many other towns and rural regions in Iceland's countryside, the town has been fighting a defensive battle in the past decades. We are new residents and totally enamored with the area's beauty, and the community spirit we encounter in our daily activities. We believe in this community and wish to support the community and actively contribute to its vibrancy. It is a community that certainly deserves to thrive and flourish far into the future.
- By **2026**, we will be an acknowledged partner in community activities, participating in community festivals and initiatives such as beach clean-ups with the aim of actively contributing to the place where we live and work. By end of year **2024**, we will design an events calendar, mapping out actions and events we will actively participate in.

Place and Environment

6 CLEAN WATER AND SANITATION



Ensure availability and sustainable management of water and sanitation for all

- **Wakeboarding Iceland** is a watersport and dependent upon the health of the aquatic environments it utilizes. We are aware of our responsibilities towards the natural resources we utilize and design our activities with the aim to leave a minimal footprint upon our surroundings. We use no fossil fuels in our wakeboarding machinery, select our routes carefully with the aim of disturbing nature as little as possible and are mindful of the value of the fragile Icelandic ecosystems.
- Additionally, through activities, Wakeboarding Iceland aims to educate participants in mindful utilization of water resources, and the correct behavior in freshwater environments and will initiate an introductory narrative to this point in the summer of **2024**.

7 AFFORDABLE AND CLEAN ENERGY



Ensure access to affordable, reliable, sustainable and modern energy for all

- One of the advantages of operating a tourism activity in Iceland is the access to sustainable energy sources from hydro- and geothermal energy sources. **Wakeboarding Iceland** currently makes use of these resources in our activities, and in future developments these will be at the core of our business plans.
- From **2024**, we will continue to utilize Iceland's sustainable energy resources mindfully. By **2026**, we will offer our clients an accredited path for carbon offsetting for our activities.

13 CLIMATE ACTION



Take urgent action to combat climate change and its impacts

- **Wakeboarding Iceland** aims to utilize clean energy resources and keep our carbon footprint at a minimum. We will educate our clients and emphasize the importance of responsible energy consumption and an active, healthy lifestyle which includes activities independent of external energy sources.
- In summer **2024**, we will incorporate a narrative which highlights our commitment to climate action and our future vision on how we will address our own responsibilities towards climate change and its effects on our natural environment.

Place and Environment

14 LIFE
BELOW WATER



Conserve and sustainably use the oceans, seas and marine resources for sustainable development

- At **Wakeboarding Iceland**, we are mindful of the underwater ecosystems we influence by our activities and take precautions to disturb as little as possible. Currently, we work exclusively in fresh water, in the remote mountain lakes in the neighborhood of our hometown.
- **Wakeboarding Iceland** has plans that include building a wakeboarding cable park. We will in all our planning endeavor to minimize our impact on the sub-surface ecosystem flourishing beneath our boards, adhering to the strictest recommendations from IWSF. We will promote responsible water utilization practices, avoiding littering and increasing respect for the sub-surface wildlife habitats.
- Starting in **2025**, we will systematically support and pioneer initiatives aimed at conserving and regenerating beach ecosystems, by i.e. clean-up actions, citizen science participation in marine conservation and research projects and supporting local marine protected areas.

15 LIFE
ON LAND



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

- At **Wakeboarding Iceland**, we are aware of the sensitivity of Icelandic nature. We educate our passengers, and proceed through natural landscapes with care, avoiding trampling and off-track trampling. Some of the areas we access are bird nesting sites and we take care not to disturb or disrupt as we pass by. We avoid known nesting grounds.
- From **2024**, Wakeboarding Iceland will participate in, and initiate efforts aimed at path making and landscape preservation, mapping out relevant actions by summer **2025**. Additionally, we will contribute to the regeneration of Westfjords landscapes through participation in accredited activities and community efforts.

Business

8 DECENT WORK AND ECONOMIC GROWTH



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

- Through the flourishing of our company, **Wakeboarding Iceland** aims to offer interesting and rewarding job opportunities that also create an attractive environment for other job opportunities in our community. These are local jobs, contributing directly to the community and we aim to be active and energetic participants in the wellbeing and thriving of the place we have chosen to live in.
- Within our operation, we will train local youths and provide healthy and invigorating job opportunities, in tune with our surroundings.
- By **2026**, we aim to have six full-time employees during the summer season and provide full-time employment for at least two individuals on an annual basis.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption and production patterns

- **Wakeboarding Iceland** is in its startup phase, and we are planning for the future. Inherent in these plans is a responsible operations plan, based on sustainability. Likewise, we wish to make sure that our company contributes to the flourishing of life, environment and the communities of Iceland's Westfjords region. We aim to use eco-friendly equipment and materials, implementing waste reduction and recycling programs and promoting energy efficiency in our operation.
- By summer **2025**, we will establish a systematic approach to our operational consumption both in the office and on the water: measuring waste, with recycling and minimization as core principles. Additionally, we will focus on sourcing our supplies locally and through that, contribute to the flourishing of our local community.