



Initial Briefing



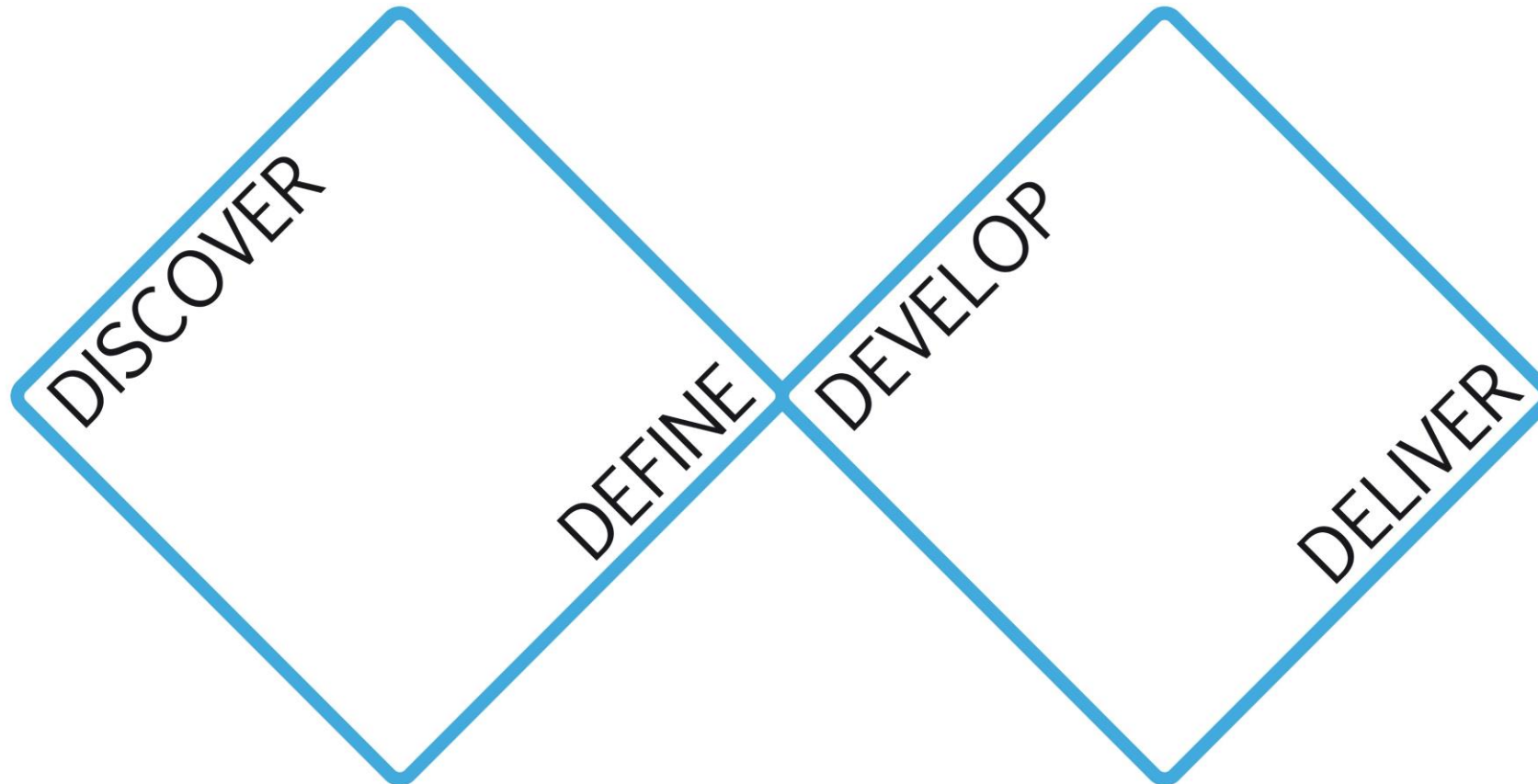
EIMUR Sustainability, innovation and design workshop

This workshop aims to developing innovative ideas how to utilise the abundant energy available in Northeast Iceland. The ideas should consider the needs of local communities, the energy business, tourism industry and the environment.

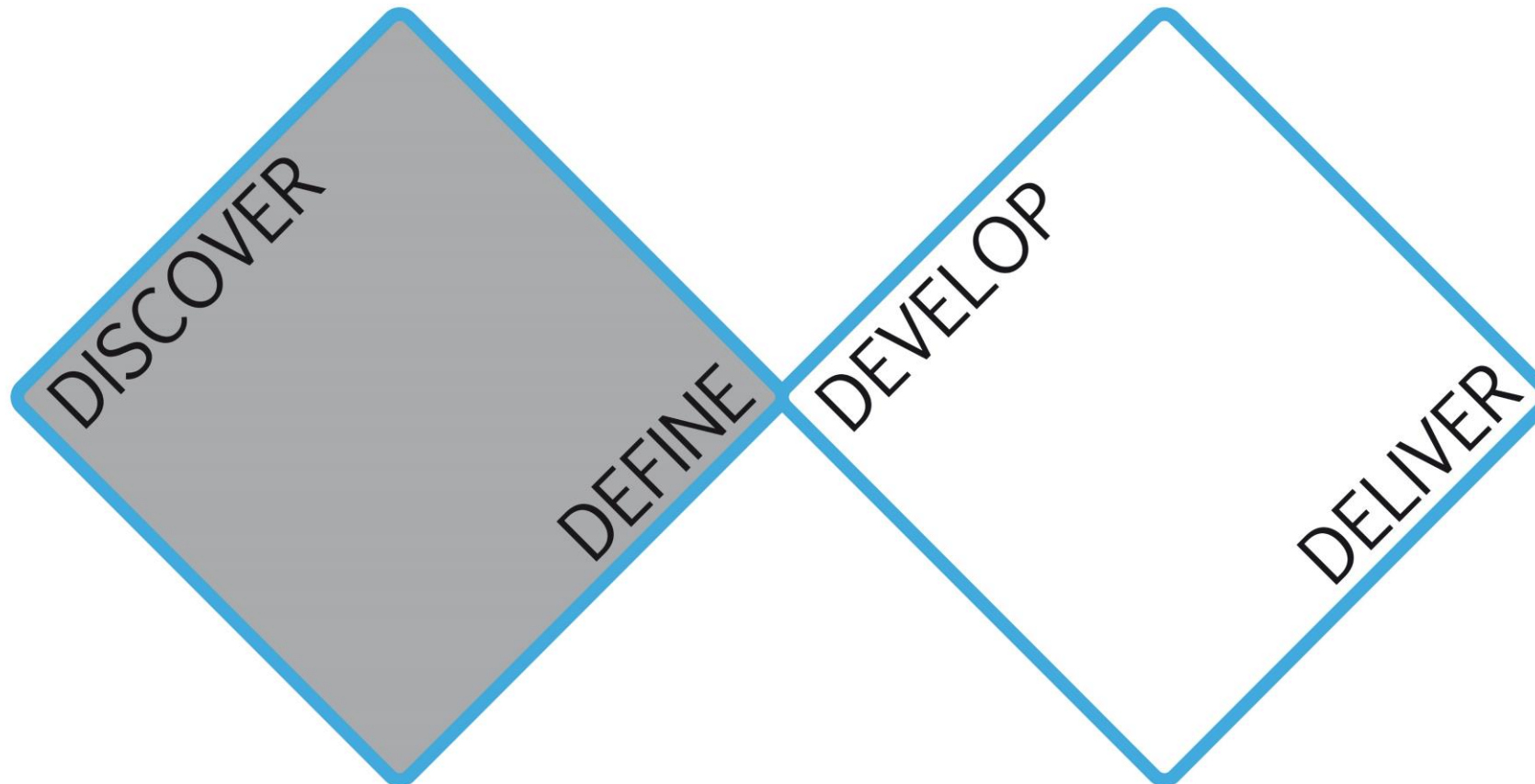
HÚSAVÍK

Norðurland eystra

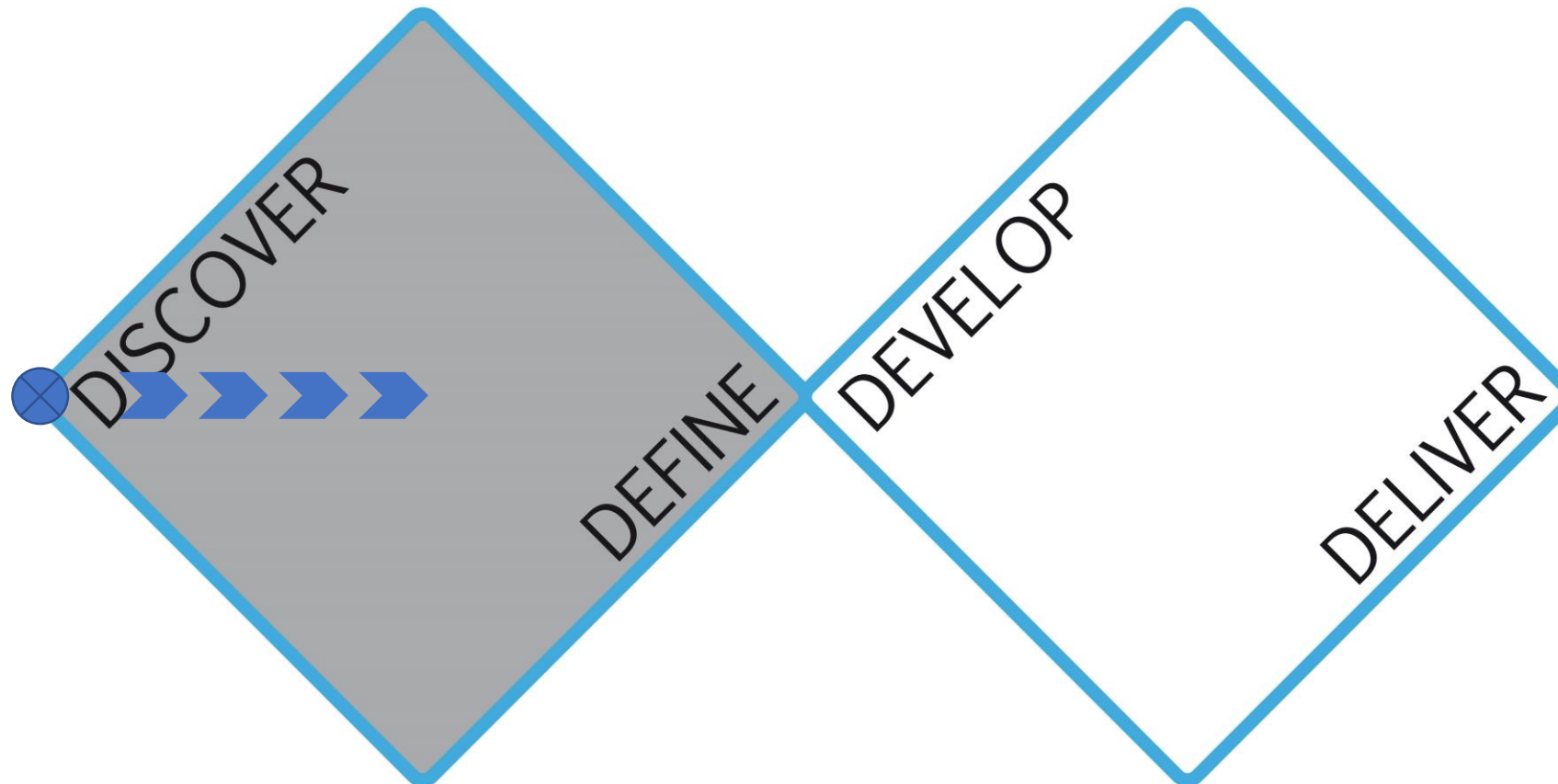
Double Diamond Method



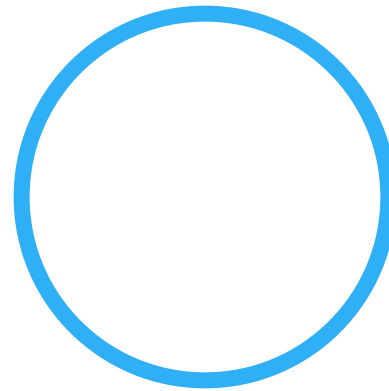
Double Diamond – Step 1



Double Diamond – Step 1



Discover - Local



Gunnar Jónsson



- local
- 57 years old
- Museum

„Tourists are very important for Húsavík but we also need to have tourists during the winter months“

Clement Blain



- Seasonal worker
- 26 years old
- Hostel

„We need tourists to stay overnight. At the moment most of them only travel through Húsavík and stay elsewhere.“

The Ammann family



- Tourists from Switzerland
- 36, 34, 8 and 5 years old
- 3 hours stay in Húsavík

„We planned to stop here just for a whale watching trip.“

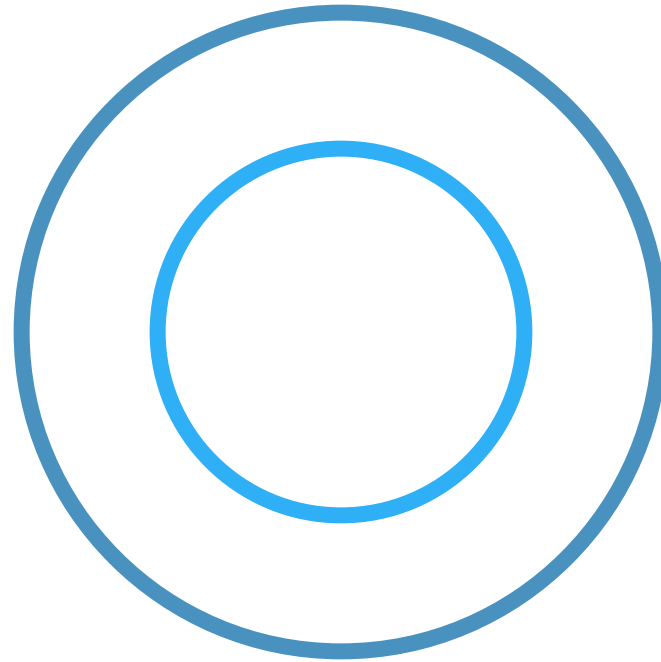
Maximilian Beyer



- Tourist
- 30 years old
- Individual traveller

„I love the landscape in this area and for this reason decided to extend my journey here.“

Discover - Regional



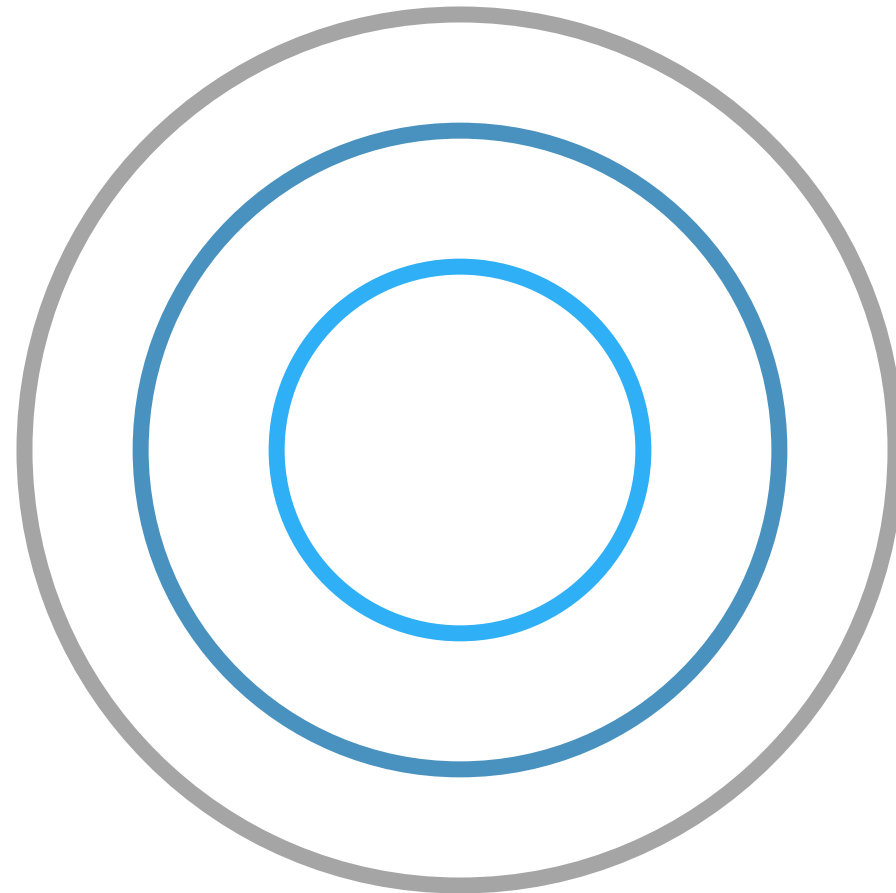
Regional



- Renewable Energy
- Growing Industry
- Increasing Tourism
- Lack of tourists in winter
- Unique geology
- Wide, untouched landscapes
- Isolated

Discover - Global

HÚSAVÍK 



EIMUR


HOCHSCHULE
DER MEDIEN



SUSTAINABLE DEVELOPMENT GOALS



Climate Change



- Global warming
- Rise of sea level
- People get more sensitive for the Environment
- Back-to-nature-movement

13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



Energy & Resources



- Increasing energy consumption
- Focus on Recycling & use of byproducts
- Changing to renewable energy
- Deficit of food

<p>2 ZERO HUNGER</p> 	<p>7 AFFORDABLE AND CLEAN ENERGY</p> 	<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> 
-------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------

Consum & Market



- People demand more transparency
- Critical customers
- Trust as a main value
- Increasing individualisation
- Lifestyle consumption gets more important

3 GOOD HEALTH AND WELL-BEING



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Mobility



- Increasing mobility
- More tourism
- International competition
- Substitution of mobility by digitalisation
- E-Mobility

8 DECENT WORK AND
ECONOMIC GROWTH



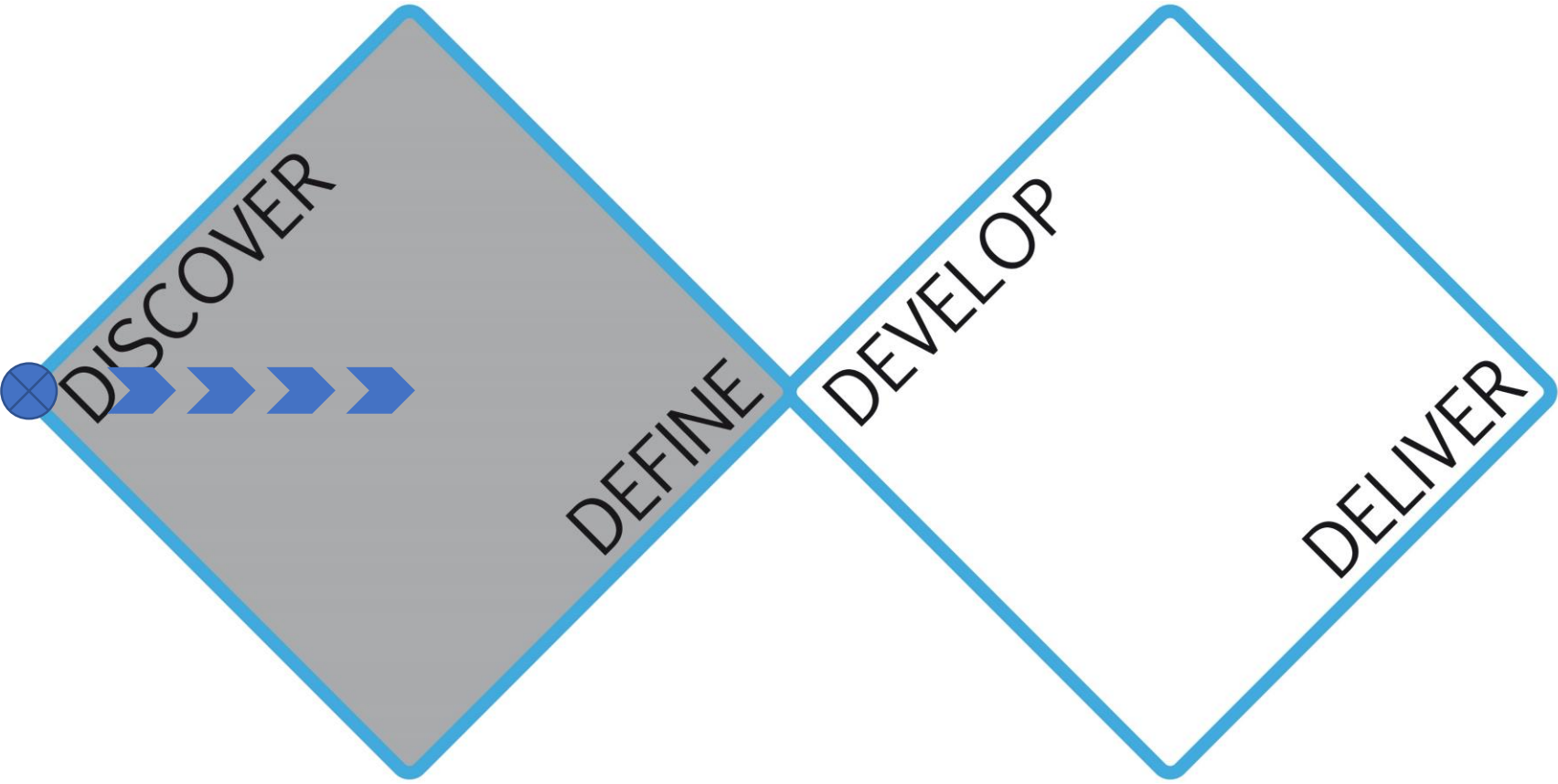
10 REDUCED
INEQUALITIES



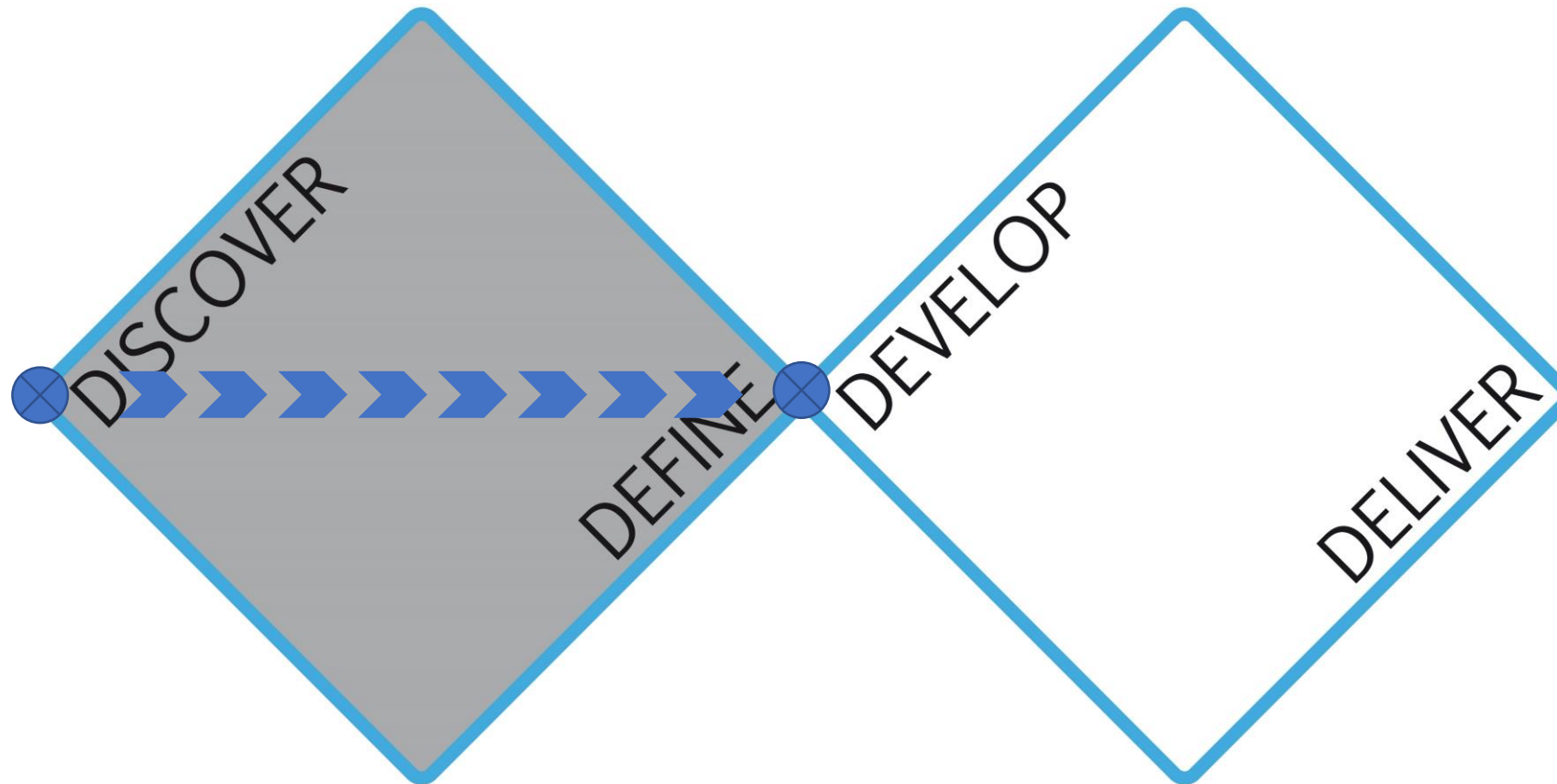
11 SUSTAINABLE CITIES
AND COMMUNITIES



Double Diamond – Step 2



Double Diamond – Step 2



Pain Points

- Concentration of tourists on whale watching
- Seasonal tourism – no tourists in the winter
- Short length of stay – not overnight
- Not enough information about range of offerings in town
- Waste of energy



Desires

- Constant tourism during the year
- Spreading tourists in the whole town & surrounding
- Steady jobs over the year
- Untouched nature



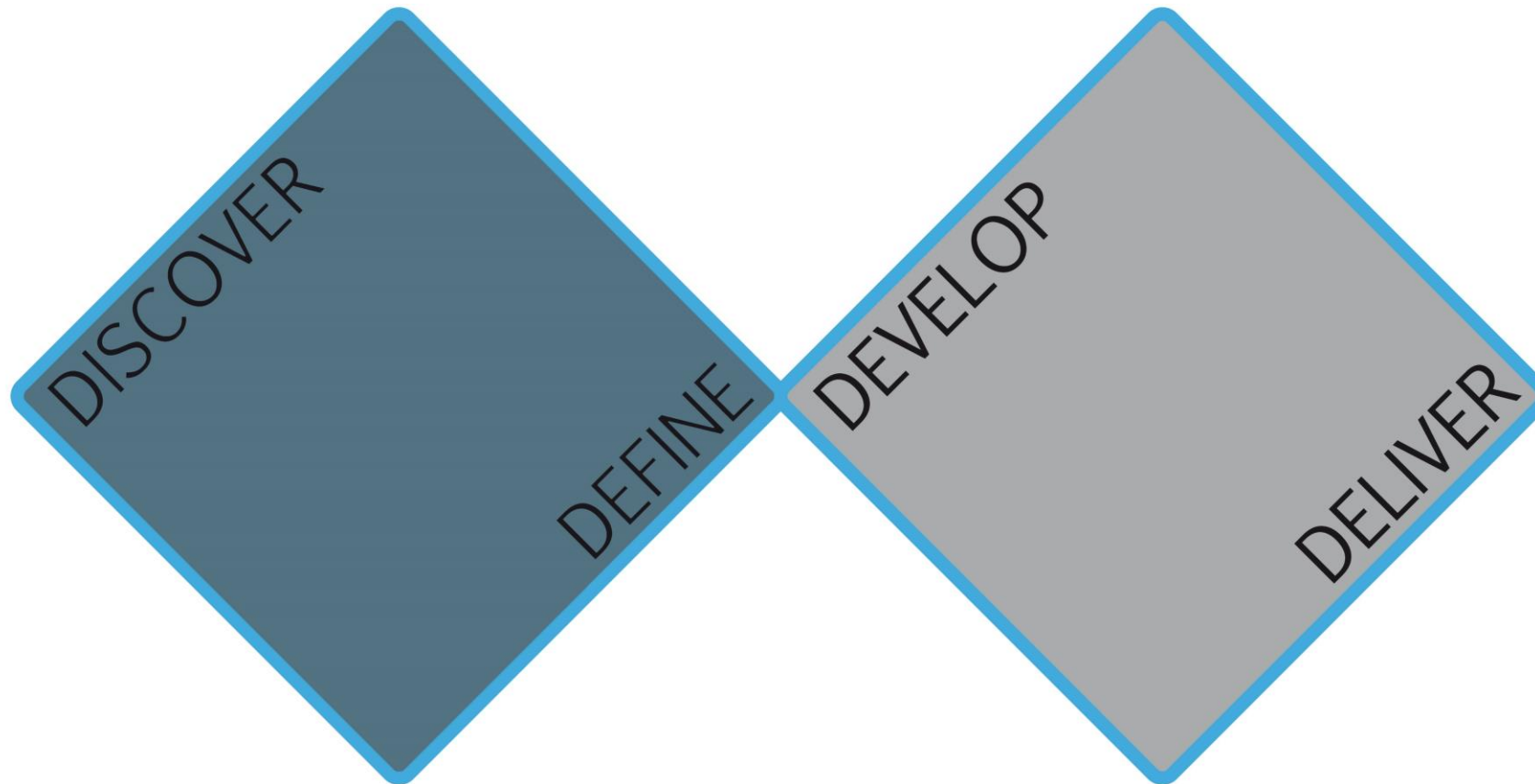
Opportunities



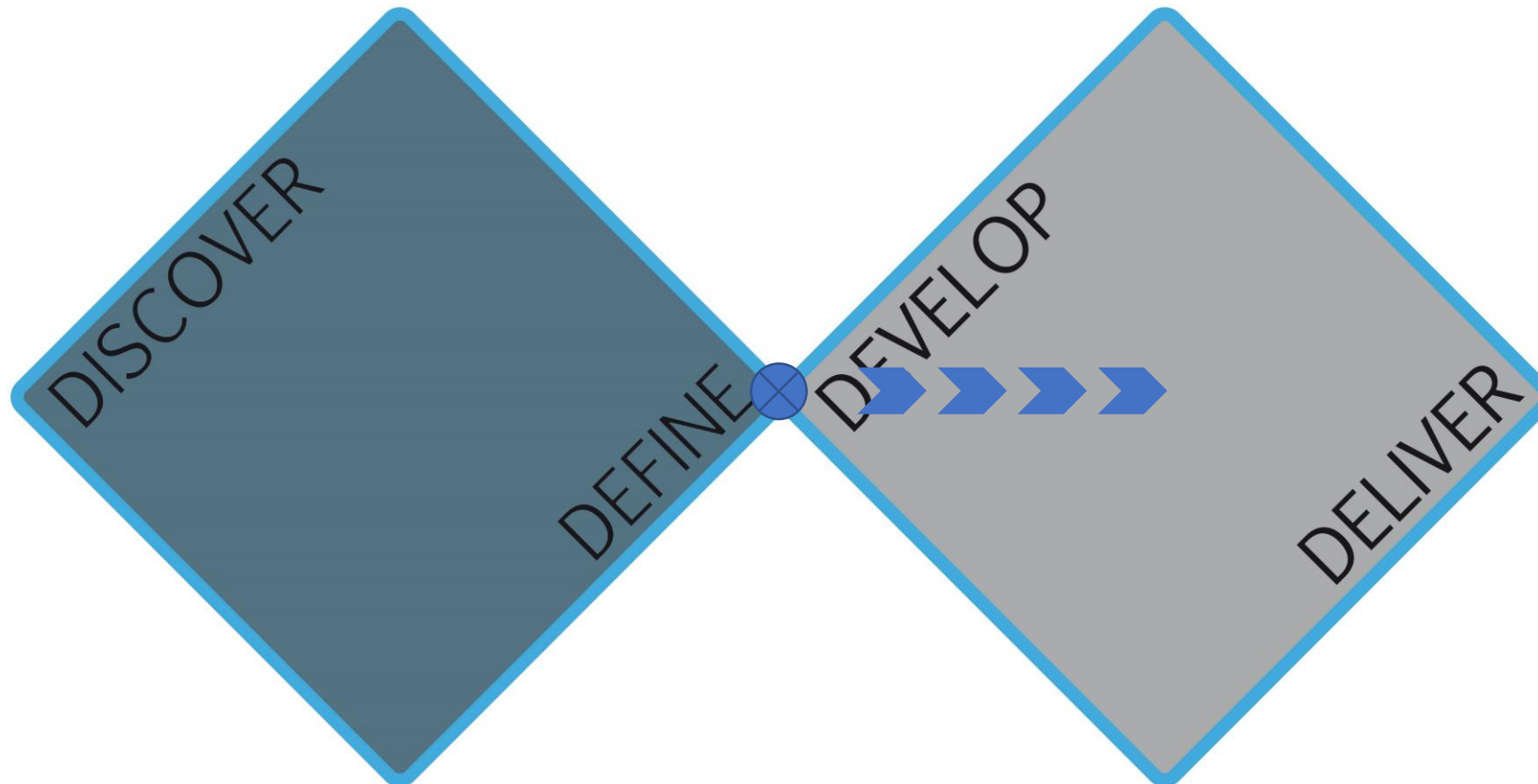
- Wide landscape
- Geothermal energy resources
- Good base for tourism



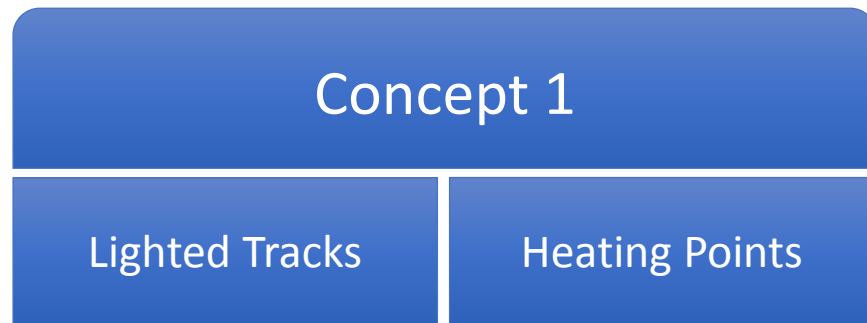
Double Diamond – Step 2



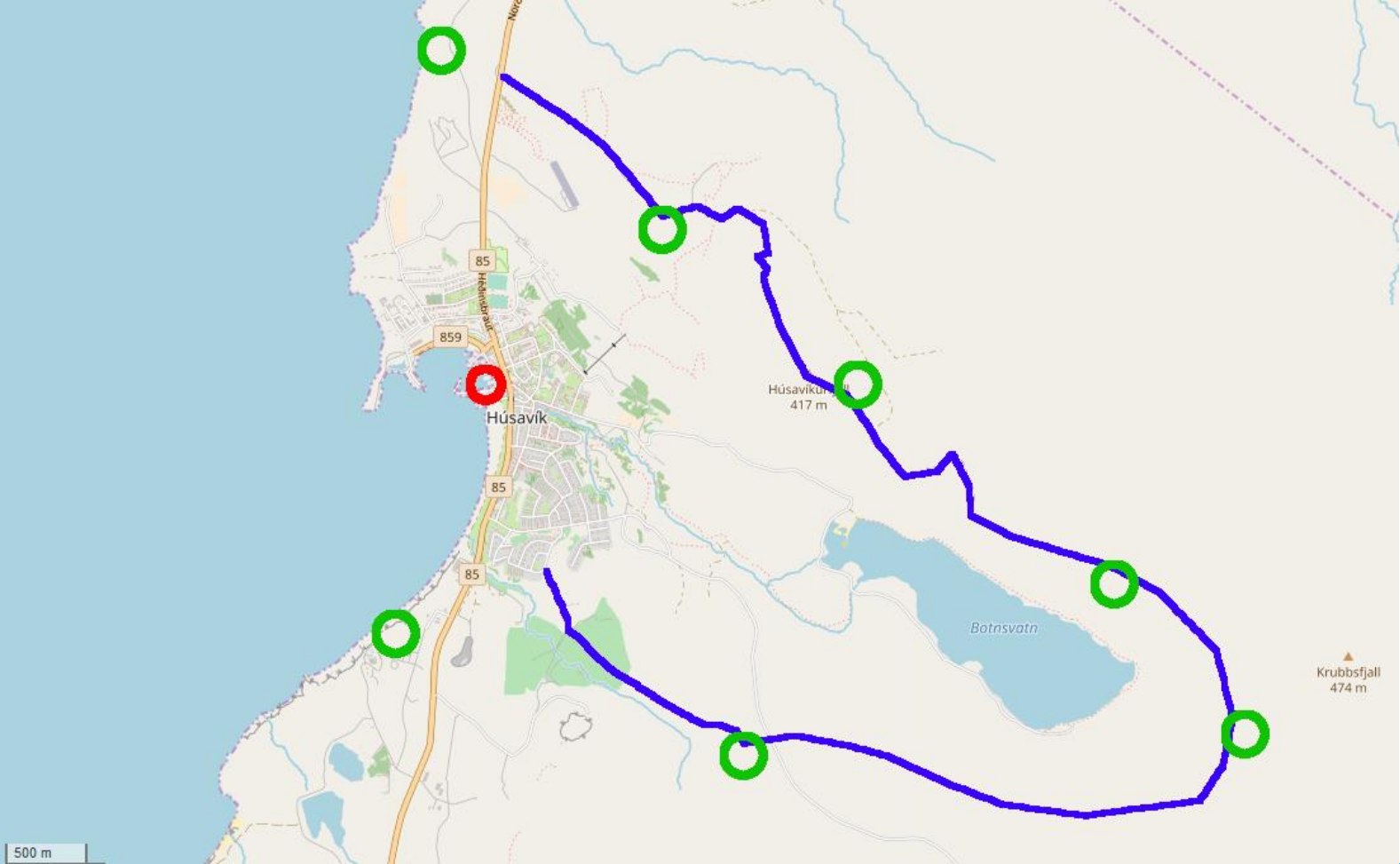
Double Diamond – Step 2



Overview of concepts



Location

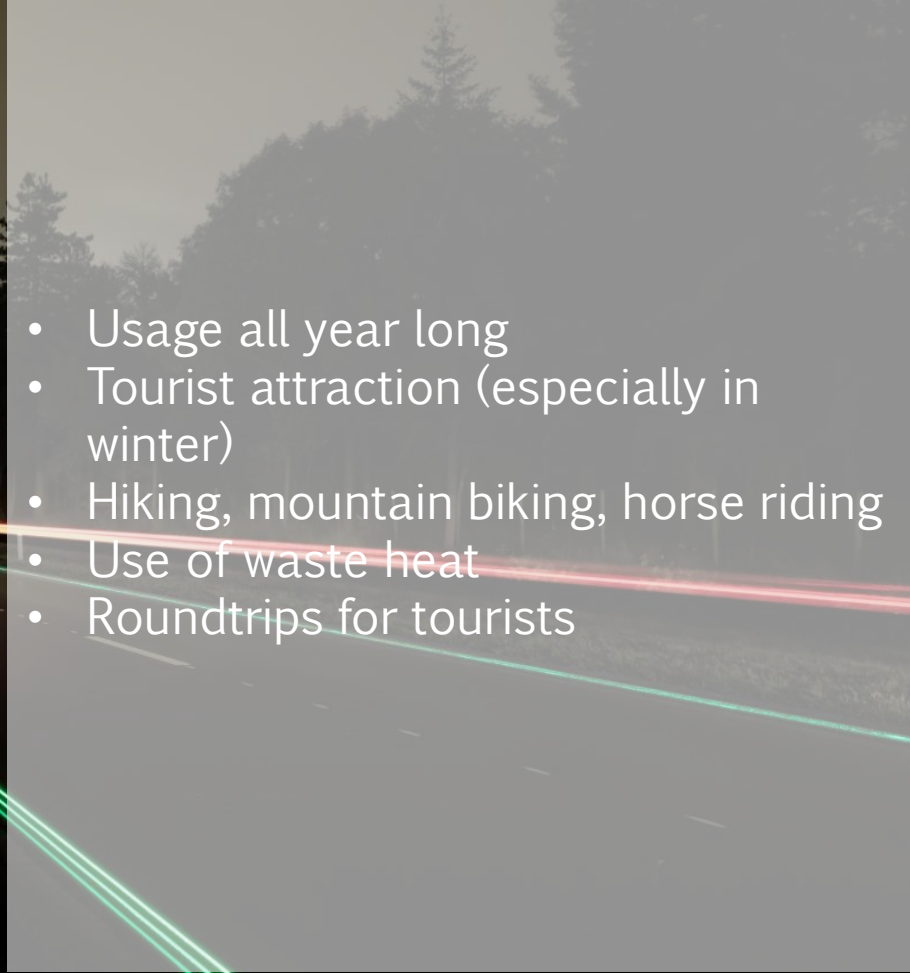


- Lighted Tracks
- Heated points
- Concept Hall

Concept 1a | Lighted and heated Tracks



Concept 1a | Lighted and heated Tracks



- Usage all year long
- Tourist attraction (especially in winter)
- Hiking, mountain biking, horse riding
- Use of waste heat
- Roundtrips for tourists

Concept 1b | Heated Points



Concept 1b | Heated Points



Concept 1b | Heated Points



- Upgrade hiking paths
- Usage all year long
- Weatherproof viewing point
- Tourist attraction
- Natural, regional materials
- Fits very well into the nature
- Combination with lighted tracks/paths possible

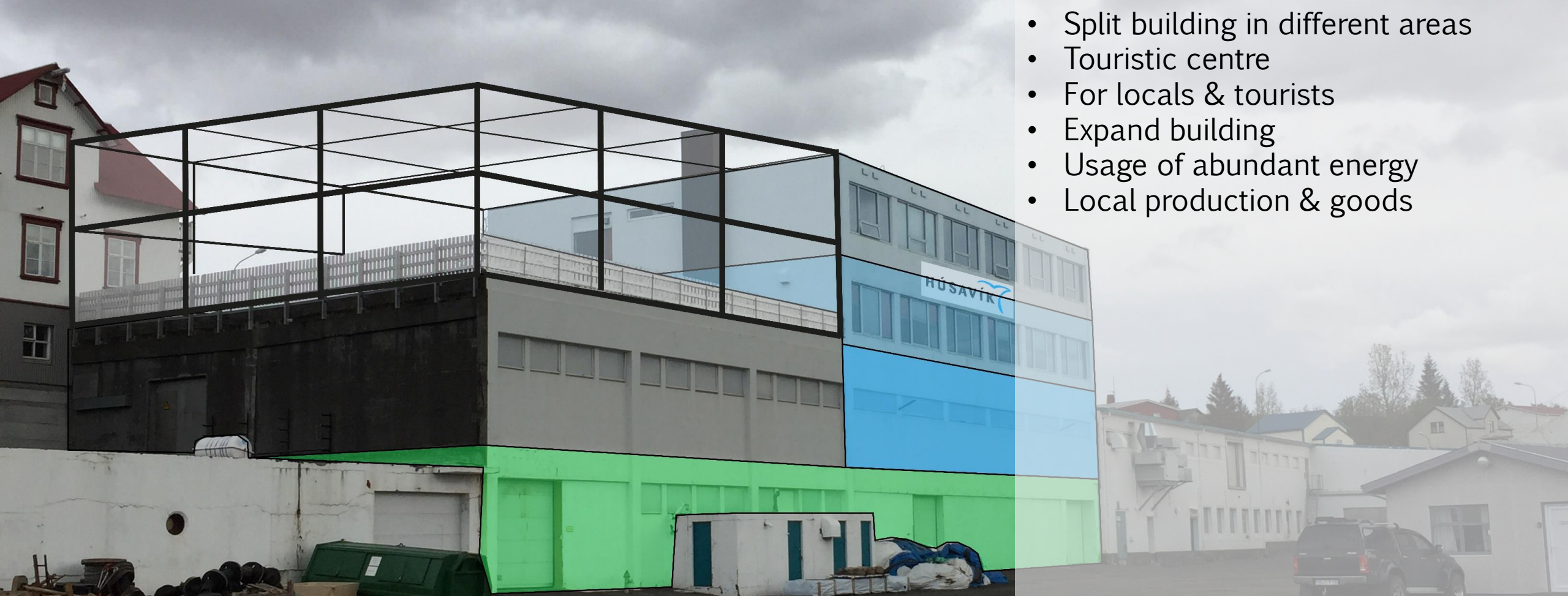
Concept 2 | Concept Hall



Concept 2 | Concept Hall

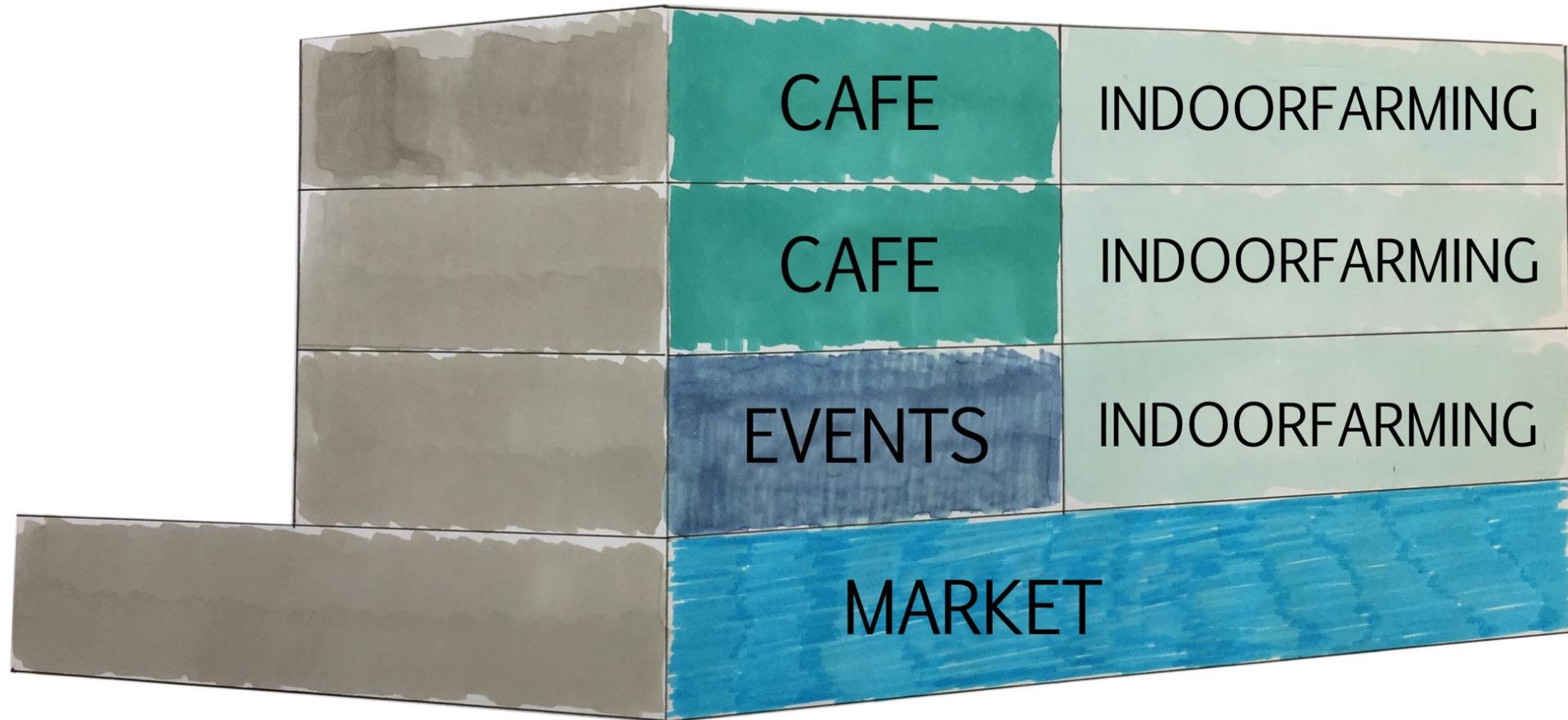


Concept 2 | Concept Hall



- Split building in different areas
- Touristic centre
- For locals & tourists
- Expand building
- Usage of abundant energy
- Local production & goods

Concept 2 | Concept Hall



Concept 2a | Indoor Farming



Concept 2b | Café



Concept 2c | Events



Concept 2d | Market Place



Concept 2e | Creating a Brand

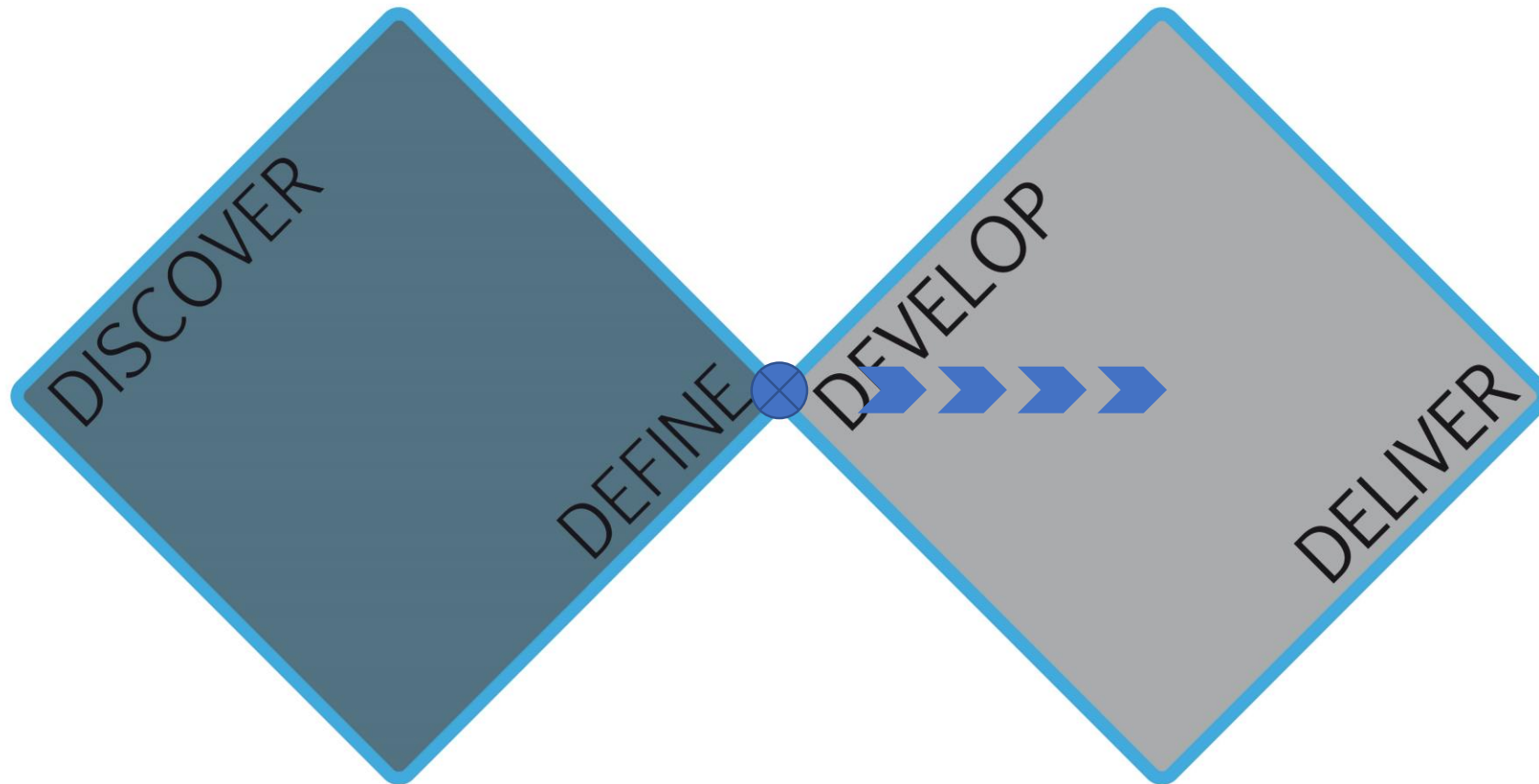


Concept 2e | Products

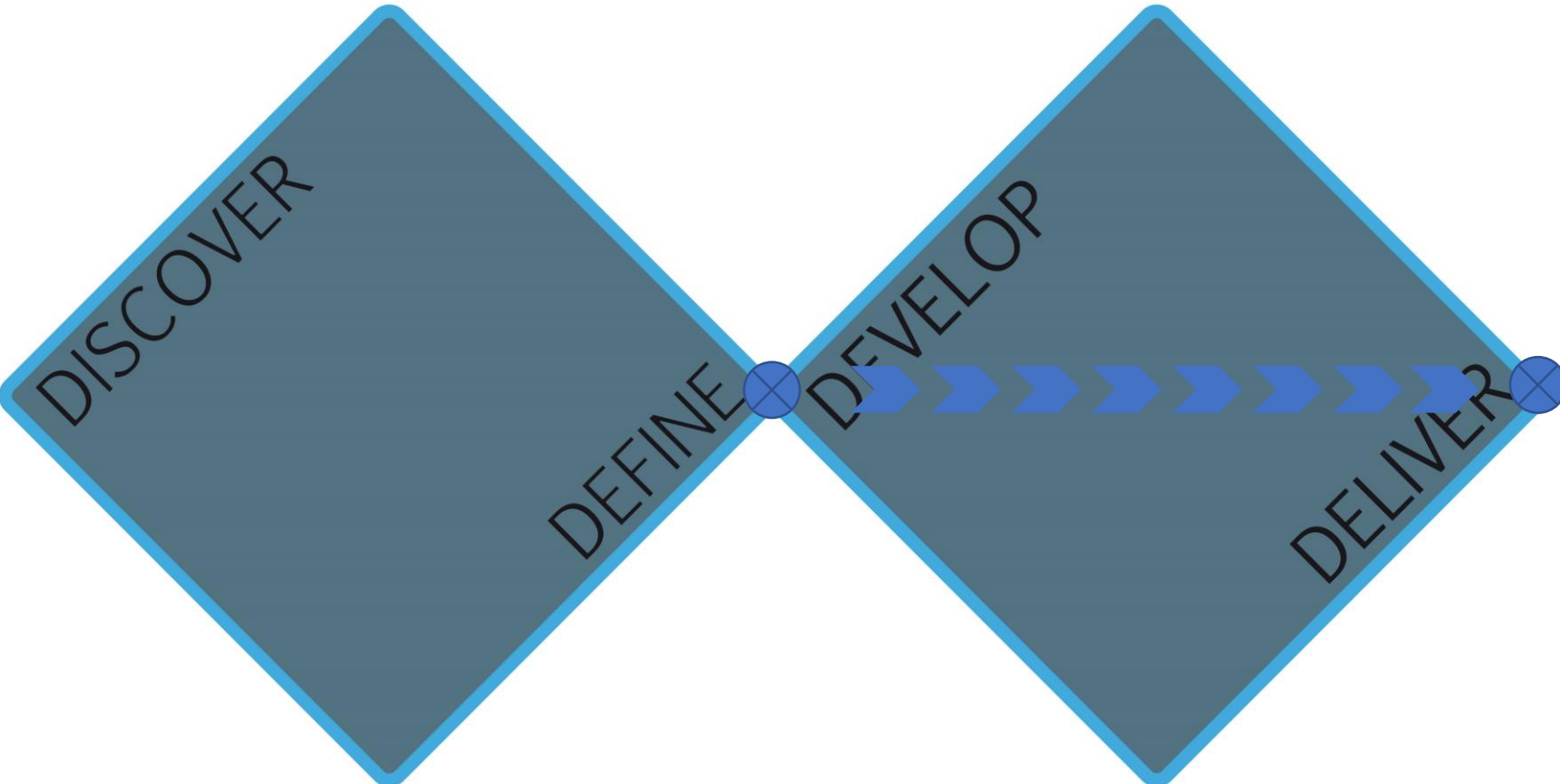
HÚSAVÍK 



Double Diamond – Step 3



Double Diamond – Step 3



Overview



THANK YOU!

Tobias Fehr
Lydia Haußmann
Robert Kibele