



Eyja Guldsmeden Hotel Sustainable Management Plan 2025

Brief SMP for external stakeholders:

This plan covers the Eyja Guldsmeden Hotel in Reykjavik, Iceland

1. BACKGROUND

2. SPECIFIC POLICIES

3. CERTIFICATIONS & MEMBERSHIPS

4. GOALS & ACTIONS 2023 AND BEYOND

We were first certified with Green Globe in 2018 and we learned a lot in the process – and we began to let our guests and the world around know about our sustainability efforts.

SPECIFIC POLICIES

- FOOD SOURCING

Only when organic, local and sustainable are not in sync, do we choose non-organic.

We have reduced our number of suppliers to only a few local suppliers, thereby reducing the number and frequency of deliveries, and ultimately saving CO2.

One of our major supplier, Bónus supermarket, became the first supermarket in Iceland to become Carbon Neutral. The store has been a leader in environmental issues in Iceland and, for example, stopped selling traditional plastic bags in October 2018 and began offering its customers 100% biodegradable bags instead of them. Likewise, the store tries to combat all forms of food waste as much as possible.

We have a varied menu that also serves meat, but many items can be ordered in a vegetarian or vegan version.

Circular thinking – the elements from our breakfast buffet are implemented into the lunch for staff, reducing our food waste to close to zero.

Our purchasing policy is to make all choices with maximum sustainability in mind, in accordance with the best choices in their geographical location.

- FOOD WASTE

In terms of food waste, we measure and document all food waste, and know a lot about where our food waste comes from – trimmings from production in the kitchen or waste from the guests' plates.

The minimal food waste that we do have, is picked up by Íslenska Gámafélagið, who turn it into bio-fuel.

- WATER & ENERGY

Iceland is a world leader in renewable energy. 100% of Iceland's electricity grid is produced from renewable resources.

Almost all electricity in Iceland is produced using renewable energy sources, with 73% of electricity provided by hydropower plants and 26.8% from geothermal energy, accounting for over 99% of total electricity consumption in Iceland.

Icelanders are pioneers in the use of geothermal energy for space heating, with 90% of Icelandic households and houses are heated with geothermal water. Clean and affordable hot water is brought directly from boreholes to houses via pipelines. The remaining buildings are heated with electricity from renewable sources.

The Shower Systems however are installed with faucets that minimize water flow.

In terms of drinking water straight from the tap, we have some of the cleanest and most delicious spring water in the world in Iceland, in fact 95% of all water in Iceland comes from springs.

To discourage our guests from buying bottled water, we have placed empty bottles made of 100% recycled and recyclable plastic in our reception free for our guests to take and use, to be filled with tap water before going out to enjoy the city or on other excursions to enjoy Icelandic nature

We also have led lighting all through the property and door key controlled lighting in all our rooms to save energy.

- HOUSEKEEPING

In a job like housekeeping at a hotel, it is easiest to incorporate some routines—entering each room and doing exactly the same every time. It is effective, and it is human nature to make work as simple and efficient as possible; it also saves time. But when you add sustainability into the picture, it changes everything, requiring different routines and more mindful choices.

After all, we've all likely experienced having towels replaced even after hanging them up for re-use—an action that feels both demotivating and wasteful. That's why we begin by entering each room with fresh eyes to assess what truly needs to be done, and what doesn't. This mindset extends to tasks like emptying the trash. Our bins are lined with biodegradable, compostable green bags. We inspect the contents and decide whether to replace the entire bag or simply remove the items. Items are then sorted: pens or pencils are reused in the reception or back office, magazines and books are brought to shared spaces for others to enjoy, and reusable shopping bags are neatly stored for guest use. All waste is sorted into categories: glass, cardboard, plastic, metal, paper, batteries, etc.

Since 2025, we've also given our guests the option to choose whether they want their room cleaned during their stay. This small change has made a big impact—saving resources, reducing environmental impact, and supporting a more sustainable hospitality experience. All in all, we are proud to have a team of thoughtful colleagues who bring care and attention into every detail of their daily work. All cleaning products used are biodegradable, certified, and far less harmful to both people and the environment than conventional alternatives.

- TEXTILES

Our comfy bed linen and towels is from KRONBORG. Since the establishment in Denmark in the 1940's, KRONBORG has built on expertise and quality craftsmanship. The Scandinavian brand represents the highest quality within bathroom textiles, bed linen, duvets and pillows.

The vast majority of KRONBORG products are certified according to OEKO-TEX® Standard 100, which is the world's leading health label for textiles

All our bed linen, towels and other textiles is cleaned by Fönn Laundry, a leading company in the industry since 1960. All products used to wash textiles at Fönn laundry do not contain any perfumes (scents) and/or optical brighteners. Furthermore, the products used are approved by Ecolabel Nordic Swan for used at Swan labelled textile services and the washing concept used are also labelled with the Ecolabel EU-Flower.

COMMUNITY

It's important for us at Eyja Guldsmeden Hotel to give back to society and support meaningful charities and worthy causes in our society. Among the organizations we support with monthly donations is Slysavarnafélagið Icelandic association for search, rescue & injury prevention, The Icelandic Cancer Society, Pieta Association provides first aid, accessible services, support and treatment for those at risk of suicide, and a bridge to resources for others, The Womens' shelter Association, and Unicef Iceland

We also support 'Mía Magic/ Mía Box' a charity that gives Mia box once a month to chronically ill children and parents.

Furthermore we also support the National Hospital of Iceland in their research of pancreatic cancer, prevention, cause and treatment.

- ANIMAL WELFARE

We have always prided ourselves on the comfort and quality of our beds and linen, and recently we have also taken the extra step of including animal welfare and climate concerns into the equation. Our down duvets and pillows are all certified with Downafresh, Downpass, NOMITE and also has the OEKO-TEX 100 standard that no harmful substances were used in the production.

- DÉCOR/INTERIOR

Guldsmeden Hotels Co-founder, Marc Weinert is in charge of all new properties/rebuildings and interior / furnishings – and he works very differently from how things are usually done in our industry. He starts off by going into the new building and assessing what can be re-used or recycled. He is very creative, and can often see solutions that the rest of us didn't spot – and it can be anything from decor moldings on ugly doors and a layer of paint instead of new doors, to tables that get new legs or even cracked paintings, which with a new frame suddenly turn out to be worth looking at.

We choose to decorate outside of trends, as we do not want to replace usable furniture but use the furniture until it's worn out – and if you are trendy, you are also suddenly untrendy and have to

redesign. Therefore, natural materials are also prioritized as they age with grace and can bear a little wear and tear. Furniture is designed by and produced for us with FSC-certified wood and other natural, sustainable materials. We supplement with recycled pieces, for example, we use vintage Chesterfield sofas and genuine old rugs.

- CERTIFICATIONS & MEMBERSHIPS

Green Globe

Our very first certification was Green Globe, which we achieved in 2018 and again in 2023.

Green Globe is a 360-degree certification, that helped us ensure that we didn't miss any aspect of sustainability in the choices that we make, and in the way that we operate on a daily basis.

Green Globe has been instrumental for us in order to achieve our very high degree of sustainability, by their strict "policing" of us through bi-annual audits.

GOALS & ACTIONS 2025 AND BEYOND

At Hotel Eyja, we believe that small, thoughtful changes can lead to big impacts. In 2025, we're focusing on practical actions that reduce our footprint, support local partnerships, and enhance the guest experience — all while moving steadily toward a more sustainable future.

Environmental certifications

We will improve our environmental efforts with the help of certification requirements, as it helps us discover new problems and find new solutions to improve our climate footprint. Certifications must also be used to inform our guests about our environmental measures.

ACTIONS:

Green Globe certification 2025

- *Research other certifications such as Vakinn, the official quality and environmental certification for Icelandic tourism run by The Icelandic Tourist Board.*

Involvement of guests, employees and suppliers

In order to achieve our objectives, it is important that we cooperate with others. We will continuously strive to improve at involving our guests, employees and business partners in our environmental work, so that we can move towards a more environmentally friendly future.

ACTIONS:

Guests

- *Offer guests the option of opting out of room-cleaning as well as information on co2 emissions for cleaning.*

- *Offer information to guests about environmentally friendly transport options*
- *Continuing to adopt innovative tech solutions to reduce paper use and create a more seamless guest experience.*
- *Give guests the opportunity to comment on our efforts and how we can improve.*

Employees

- *Give our employees the opportunity to come up with ideas and proposals for climate measures, waste reduction, recycling efforts etc. ‘*
- *Using eco-certified, biodegradable cleaning products that are safer for both staff and the environment.*
- *Set up the right framework for housekeeping and kitchen assistants to be able to act environmentally rather than expecting an effort*

Suppliers & business partnerships

- *Be in regular contact with all our main suppliers and inform them of our requirements.*
- *Set requirements for delivery with opt-out if these requirements cannot be met.*

Rannveig Þórisdóttir

Hotel manager at Hótel Eyja