

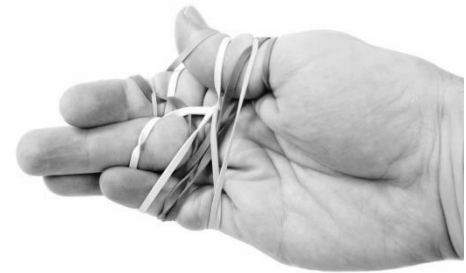
# Nútímaneytendur

Elva Rakel Jónsdóttir, sérfræðingur UST



# Umhverfisvandamál

- 1989 - Umhverfisvandamál eru sýnileg og afmörkuð
  - Sýnileg mengun í fljótum
  - Súrt regn skemmir gróður
  - Ósonlagið í hættu
  - Kjarnorkustyrjöld
- 2013 – Umhverfisvandamál margþætt og flókin
  - Loftslagshlýnun
  - Dregur úr lífræðilegri fjölbreytni
  - Þrávirk efni í vörum



# Hvað vill nútímaneytandi?

- Lausn á margvíslegum vandamálum
  - Umhverfismálum
  - Samfélagsmálum
  - Jafnrétti
- Eitthvað sem auðveldar valið
  - Hratt
  - Auðveldlega
  - Á sannfærandi hátt
- Svansvottuð fyrirtæki standa styrkum fótum



# Samfélagsleg ábyrgð fyrirtækja

- Fyrirtæki skynja hlutverk sitt í samfélaginu
  - Bera ábyrgð á umhverfisáhrifum sinnar starfssemi
  - Móta neyslumynstur
  - Stýra framboði
  - Hafa áhrif á starfsmenn sína
- Neytendur gera kröfu um að fyrirtæki standi fyrir eitthvað
  - Taki ábyrgð á áhrifum sinnar starfssemi
  - Siðferði í viðskiptum
  - Vinni eftir gildum og sjái stóru myndina
- Frumkvæði fyrirtækja eða  
þrýstingur frá neytendum



# Frumkvæði fyrirtækja

## patagonia.com

patagonia

SHOP CLOTHING & GEAR

INSIDE PATAGONIA

+  My Cart

Sign In | Sign Up

Environmentalism / Common Threads Partnership

Becoming a Responsible Company

**Common Threads Partnership**

Reduce

Repair

Reuse

Recycle

Reimagine

The Footprint

Chronicles: Our Supply Chain

Corporate Responsibility

Environmental Grants and Support

Current Campaign: The Responsible Economy

Campaign Archives



## Join us.

**In The Common Threads Partnership**  
Together we can reduce our environmental footprint.

**TAKE THE PLEDGE**



We have just one planet to call home. Check out our ambassadors enjoying some of its beautiful places and reimagine a world where we take only what nature can replace.



## Blog

Read true stories of people and their Patagonia® gear.

# Frumkvæði fyrirtækja

## alcoa.com/iceland



► hafðu samband --leit-- áfram

Alcoa á Íslandi

Alcoa á Íslandi Fréttir Samfélag Umhverfið Fólkið

### Sjálfböðavinna starfsmanna



### Sjálfböðavinna starfsmanna

#### Leggjum hönd á plóg

Starfsmenn Alcoa eru hvattir til þess að taka þátt í sjálfböðaliðastarfi við samfélagsverkefni af ýmsu tagi. Alcoa hefur sett á laggirnar þrjú alþjóðleg verkefni sem hafa þann tilgang að liðsinna frjálsum félagasamtökum og þjónustustofnunum. Starfsmenn Alcoa um allan heim taka þátt í þessum verkefnum.

Í október ár hvert stendur Alcoa fyrir alþjóðlegu átaki þar sem starfsmenn eru hvattir til að leggja frjálsum félagasamtökum og opinberum þjónustustofnunum í nágrannabyggðum fyrirtækisins lið. Starfsmennirnir vinna þá í mismunandi stórum hópum að ákveðnum verkefnum sem hafa að markmiði að bæta lífsgæði þeirra sem búa á starfssvæðum Alcoa fyrirtækjanna.

Alcoa Fjarðaál tók þátt í þessu verkefni í fyrsta sinn haustið 2006, en þá settu sjálfböðaliðar upp girðingu við leikskóla á Eskifirði, hreinsuðu strandlengjuna næst álverinu og lagfærðu aðstöðu Hestamannafélagsins Freyju á Eskifirði. Haustið 2007 merktu starfsmenn Fjarðaáls göngu- og hjólreiðastíga, máluðu gangbrautir og fegrðu á ýmsan annan hátt umhverfið í Reyðarfirði, á Eskifirði og á Egilsstöðum. Eins lögðu þeir hönd á plóg við endurbætur á húsnæði geðræktarstöðvarinnar Kompunnar á Egilsstöðum.



#### Frétt: Verkefni 2009

Á undanförunum 3-4 árum hafa starfsmenn Fjarðaáls víða lagt hönd á plóg. Árið 2009 voru unnin sjö verkefni.

→ [skoða frétt](#)

#### Frétt: Verkefni 2008

Fjöldmörg verkefni voru unnin árið 2008 með metþátttöku starfsmanna.

→ [skoða frétt](#)

#### Frétt: Verkefni 2007

Árið 2007 tók álverið á Reyðarfirði til starfa og þrátt fyrir álagið sem það olli starfsmönnum, dró ekki úr þátttöku þeirra.

→ [skoða](#)

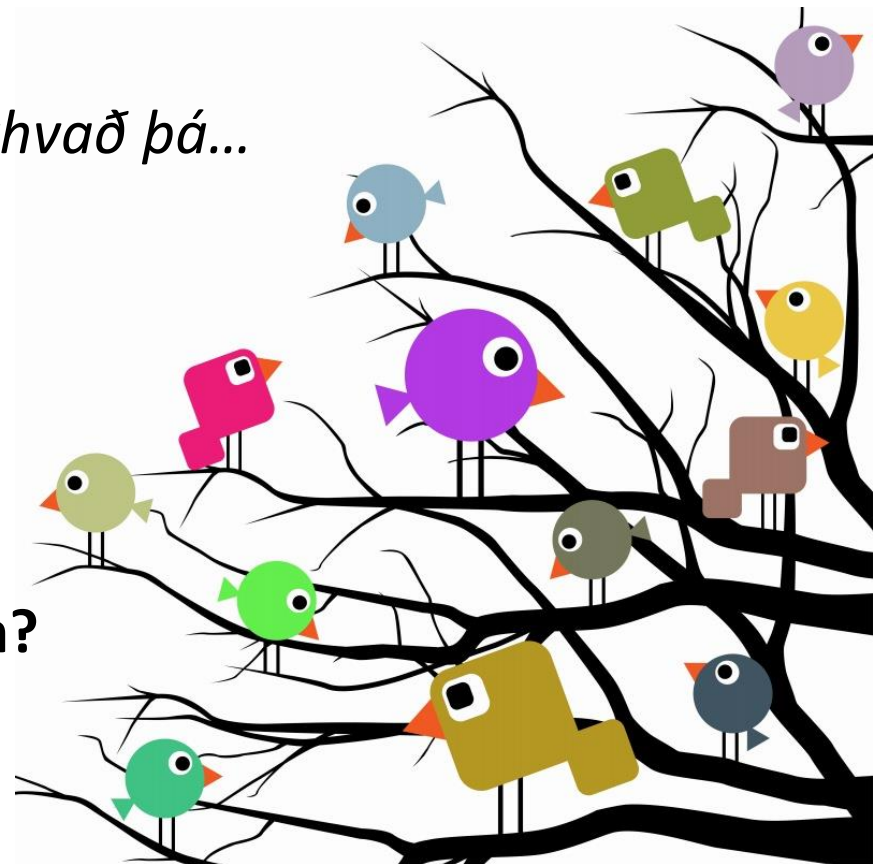
# Í krafti fjöldans

*Lítill þúfa veltir oft þungu hlassi*

*Ef allir gera eitthvað þá...*

*Hver og einn getur breytt miklu*




**En hvað ef það eru ekki allir með?**




# Í krafti fjöldans

## buycott.com

HOME CAMPAIGNS APPS ABOUT

   SIGN UP





### Have you ever wondered whether the money you spend ends up funding causes you oppose?





A buycott is the opposite of a boycott. Buycott helps you to organize your everyday consumer spending so that it reflects your principles.

**Example:** During the *SOPA/PIPA* debate in 2012, a number of companies pushed to pass legislation that reduced online freedom of expression, while other companies fought hard to oppose the legislation. With Buycott, a campaign can be quickly created around a cause, with the goal of targeting companies with a boycott unless they change their position, or buycotting a company to show your support.

When you use Buycott to scan a product, it will look up the product, determine what brand it belongs to, and figure out what company owns that brand (and who owns that company, ad infinitum). It will then cross-check the product owners against the companies and brands included in the campaigns you've joined, in order to tell you if the scanned product conflicts with one of your campaign commitments.





● ● ● ● ●



# Í krafti fjöldans carrotmob.org



Campaigns

Log in or

We are now focusing on [The Spring](#). The Spring gives people the power to fund local community projects just by pooling together a small portion of our everyday spending. [Learn more.](#)

## About Carrotmob

1 Organizers make an agreement with a business



Community Environmental Council agreed to mob Coffee Cat cafe

2 Carrotmobbers spend money at the business



The cafe was mobbed by over 400 people

3 The business makes an improvement



Energy efficient lighting was installed to reduce the cafe's carbon footprint



In a boycott, everyone loses.  
In a Carrotmob, everyone wins.

# Í krafti fjöldans thefairpages.com



Fair search

Companies Products & Services Blogs What's FAIR Profile Home

Which products & brands do you think creates a **FAIR** & sustainable world?  
Rate now! ★★★★★

Find and rate companies making a Fair difference

Company, Organization, Brand, Product or Service  **Fair Search**

Email  Password  **Login**

Forgot password?  Remember me

**Create User Profile** **Create Company Profile**

**You have the power to change the world - click by click!**

*The Fair Pages is an index where you can submit, rate and rank the companies, products & brands you think make a FAIR difference for people, animals and the environment. What kind of environmental, ethical or social issues do you find most important for companies to engage in?*

[> More about The Fair Pages](#)

## Top rated by the users...

Vote for your FAIR favorites – Rate them now!

More featured



**Eco Ego**

Lifestyle shops  
EcoEgo - Green Living  
Made Easy



**Maggie's Organics**

Clothes (organic)  
Clothing you can feel  
good about wearing.



**Natracare**

Feminine hygiene  
Organic and natural  
feminine hygiene  
products for a healthier  
choice



**Amnesty**

NGO's

## JOIN OUR FAIR INDEX



**Sign-up company**

# Fræðslufyrirtæki sem hvetja til breyttra lífshátta

- Fræðsla mikilvæg – en nær bara ákveðið langt
  - Vani
  - Hentugleiki
  - Þægindi
  - Kostnaður
  - Aðbúnaður.....
- Nýir lífshættir
  - Hvetja til breyttrar hegðunar
  - Samfélagsleg velmegun



# Nýir lífshættir

## recyclebank.com

Recyclebank®

REGISTER

SIGN IN

# Rewards

For Yourself and The Planet

Not a member?

Get Started



Home Recycling

brought to you by  
Recyclebank



Discover how you can  
save water near and far

brought to you by  
Recyclebank



Discover the individual  
impact of food waste

brought to you by  
HelloFresh



Manage Your Waste Line

brought to you by  
Kids Konserve® /

THE LIMITED

New Options for Old  
Clothing

brought to you by  
The Limited



Discover some yard waste  
solutions

brought to you by  
Recyclebank

# Nýir lífshættir

plana.marksandspencer.com

PlanA DOING THE RIGHT THING Online



## The Plan A way to make a difference

Alexander from has taken Pledge #7  
Green your workplace

21655 people have signed up to make a difference.  
Take one of our pledges and start making a difference today!

Sign up and start pledging

Home About Plan A What we're doing What you can do

Home > What you can do > Climate change

- Budget Busters
- Climate change
- Waste
- Natural Resources
- Fair partner
- Health

## Climate change pledges



We'll aim to make all our UK & Irish operations carbon neutral by 2012. We'll maximise our use of renewable energy and only use offsetting as a last resort. And, we'll be helping our customers and suppliers to cut their carbon emissions too.

Page 1 2 3



### Switch to energy-saving light bulbs

Difficulty: ★ ★ ★

- View pledge
- Take pledge



### Green your workplace

Difficulty: ★ ★ ★

- View pledge
- Take pledge



### Turn it off

Difficulty: ★ ★ ★

- View pledge
- Take pledge

# Nýir lífshættir natturan.is

The screenshot shows the homepage of Nattúran.is. At the top left is a logo featuring a tree and a house on a globe. The main header includes the site name "Nattúran.is" and the tagline "- vefur með umhverfisvitund". On the right, there are language selection flags for IS, DE, and EN, and a banner for "endurvinnsla" (recycling) with the SORPA logo. Below the header is a navigation bar with icons for "Fréttir", "Grænar síður", "Græn kort", "Endurvinnslukortið", "Húsið", and "Nattúran.is". A left sidebar contains a menu with icons for "Ég", "Dagatal", "Grasagudda", "Samfélagið", "Umhverfið", "Eldhúsgarðurinn", "Landið", "Næring", "Heilsan", "Tækni", and "Fræðsla". The main content area features an article titled "Grasa-Gudda sinnir villigróðrinum" with a colorful illustration of a landscape with a sun, clouds, a mountain, a tree, and several characters. To the right of the article is a search bar with a magnifying glass icon and the text "Leita". Below the search bar is a section for "Nattúrumarkaður" (Marketplace) with the text "Karfa tóm" and "Hvernig versla ég á Nattúrumarkaði?". Underneath are navigation links for "Vörur", "Deildir", "Karfa", "Vöruleit", "Viðmið", and "Skilmálar". A featured product is "Litlu álfaspilin" (Little Elf Cards) with a price tag of "1.960 ISK" and a download icon. At the bottom left, there is a logo for the Icelandic Environment Centre (Sýsluábyrgingunni) featuring a stylized map of Iceland and a heart shape.

**Nattúran.is**  
- vefur með umhverfisvitund

Fréttir Grænar síður Græn kort Endurvinnslukortið Húsið Nattúran.is

Ég Dagatal Grasagudda Samfélagið Umhverfið Eldhúsgarðurinn Landið Næring Heilsan Tækni Fræðsla

### Grasa-Gudda sinnir villigróðrinum

Nattúrumarkaður  
Karfa tóm  
Hvernig versla ég á Nattúrumarkaði?

Vörur Deildir Karfa Vöruleit Viðmið Skilmálar

1.960 ISK

Litlu álfaspilin

Grasa-Gudda safnar og miðlar upplýsingum um allt sem viðkemur villtum jurtum og nýtingu þeirra í nútíð og þátíð.  
| Gamalt og nýtt | Grasaskjóðan | Gróður og nytjar | Í pottinum | Jurtir | Villiræktun | Villt uppskera |

# Fyrirtæki sem auðvelda okkur breytta lífshætti

- Upplýsingatækni
- Nýsköpun
- Grænar lausnir
- Nýjir markaðir
- Nýta upplýsingatækni



# Upplýsingatæki og nýsköpun innocentive.com

INNOCENTIVE®

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Products/Services

For Solvers

Challenge Center

Resources

About Us

Challenge Search



Want to Solve Challenges  
and **Win Awards?**

$F = \frac{Gm_1m_2}{d^2}$   $E=MC^2$   $f(x)$   
 $(1 + \frac{1}{n})$   $Ax = Ab$

[Learn more »](#)

### What Are You Looking To Do?

- Engage the world with Premium Challenges
- Collaborate better with InnoCentive@Work
- Customize a high-profile Challenge Program

### Research & Explore Best Practices

- Browse our innovation research library
- White paper: Turbocharge Stage-Gate
- Thought-leadership: Gartner analyst report

### Become an InnoCentive Solver

- Why should you become a Solver?
- View all of our open Challenges
- Register for free and start solving!

Featured Whitepaper

**Internal Collaboration:**  
Get 10X Innovation ROI  
by Stephen Shapiro

Webinar Replay Featuring: **STEFAN LINDEGAARD**

Embrace Failure  
TO BUILD A STRONGER  
Innovation Culture

[LISTEN TO ON DEMAND VERSION »](#)

The Latest

All In the News Events PR

News [Pundits Weigh In On The Next Big Thing](#)

News [Predicting the Future in Big Pharma](#)

News [The Crowd May Have Answers, but Agencies Must Define the Problem](#)

Selected InnoCentive Customers & Partners



Cleveland Clinic



[View Pavilion »](#)

[Learn about InnoCentive's Partner Program »](#)



# Upplýsingatæki og nýsköpun luciddesigngroup.com

lucid.

PRODUCTS ▾

CUSTOMERS ▾

COMPANY ▾

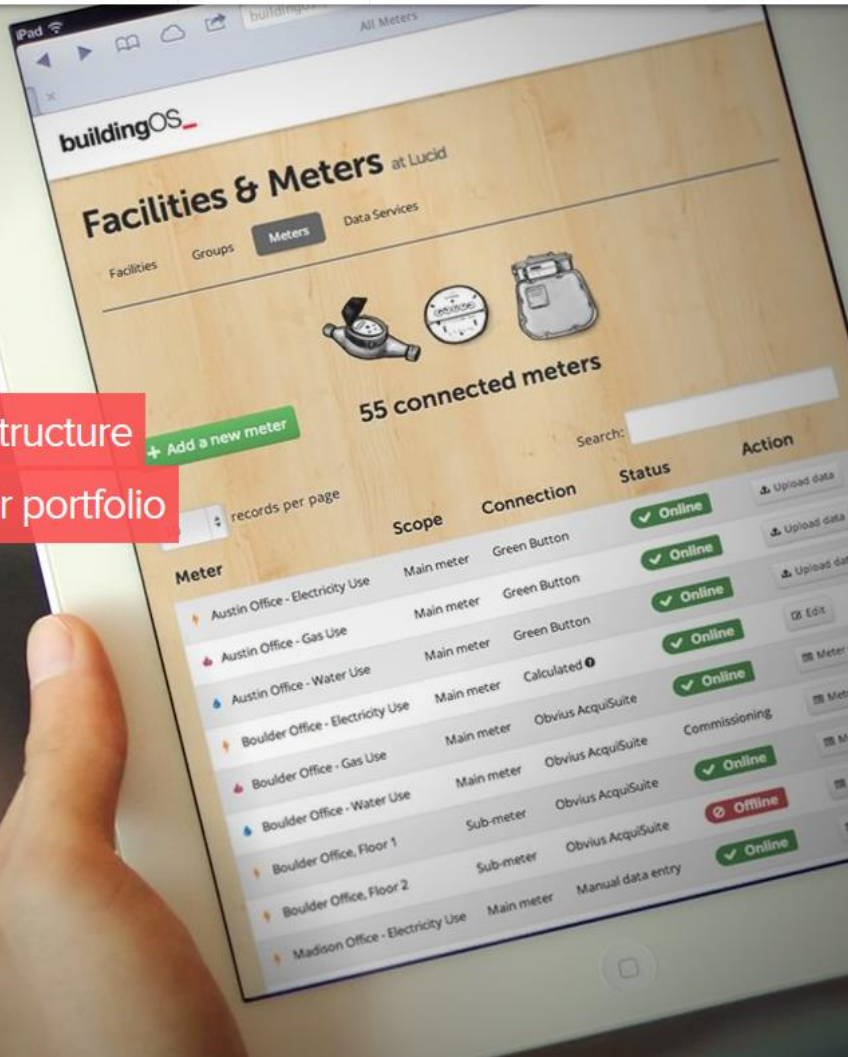
DEMO / QUOTE

## buildingOS

Unlock the value of your buildings' infrastructure  
and enable energy efficiency across your portfolio

“ Before BuildingOS, we were trying to achieve annual savings goals using critical information from seven different hardware and software systems across our campus. Now we have a single system for tracking our energy information and engaging our sustainability and facilities teams and employees. ”

— MEGAN RAST, DIRECTOR OF SUSTAINABILITY, FORTUNE 100 COMPANY



# Upplýsingatæki og nýsköpun

netimpact.org



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[NET IMPACT CONFERENCE](#)

[BLOG](#)

[CAREER CENTER](#)

[IMPACT AT WORK](#)

[LEARNING & RESOURCES](#)

[MEMBERS & CHAPTERS](#)

[JOIN THE COMMUNITY](#)



## CATCH UP ON THE #NI13 BUZZ

The energy was electrifying as our community shared, learned, and got inspired to make change. [GO >](#)

Net Impact is a community of more than 40,000 student and professional leaders creating positive social and environmental change in the workplace and the world.

# Fyrirtæki geta haft áhrif

- Áhrif fyrirtækja meiri heldur en bara af starfssemi þeirra
- Þarf að hugsa hlutina í víðara samhengi
- Frá hverjum er verið að kaupa vörur og hvernig þær framleiddar

