

# JL&Charge

Fundur á Hótel Loftleiðum 24/04/18



Hvernig getur  
vörumerkið Ísland  
aukið verðmæti  
Íslensks útflutnings?

**Verkefnið er ekki að  
selja hluti.**

Verkefnið er að selja  
vörurnar okkar á hæsta  
mögulega verði.

A fishing boat with a large wooden trawl net is sailing on a calm sea. The boat is white with a yellow cabin and has the number '1277' on its side. The net is partially submerged in the water. In the background, there is a coastal town with several buildings and a large mountain range with patches of snow under a cloudy sky.

# Viðhorf ungsfólks í USA:

A close-up photograph of two young women standing side-by-side at what appears to be a music festival or outdoor event. The woman on the left has long, wavy blonde hair and is wearing a white tank top. The woman on the right has long, dark hair with sunglasses perched on her head and is wearing a colorful, patterned top. The background is a blurred crowd of people and structures, suggesting a busy outdoor setting.

A photograph of two young women at what appears to be a music festival or concert. The woman on the left has long, wavy blonde hair and is wearing a white tank top. The woman on the right has long, dark hair, is wearing sunglasses on her head, and a colorful, patterned top. They are both looking towards the camera with neutral expressions. The background is a blurred crowd of people and bright lights, suggesting an outdoor event.

Viðhorf ungs fólks í USA:  
Hvað skiptir þig máli um  
fyrirtæki/vörur sem þú átt  
viðskipti við?

**Is open and honest about  
its partners and supplier 82%**

**Ensures that it operates  
a sustainable supply chain 78%**

**Has a product or service  
I cannot live without 61%**

Í heimipar sem er til

nóg af öllu þá skiptir

öllu máli hvernig

hlutirnir eru búnir til.

CERTIFIED ORGANIC  
GRASS-FED BEEF



WHOLE  
FOODS  
MARKET

EXCLUSIVE TO  
OUR STORES

ORGANIC GRASS-FED BEEF  
Boneless  
Chuck Roast  
USA  
★★★★★ \$5.99

ORGANIC GRASS-FED BEEF  
Chuck Shoulder  
Steak  
USA  
★★★★★ \$6.99

ORGANIC GRASS-FED BEEF  
Top Sirloin  
Steak  
USA  
★★★★★ \$10.99

ORGANIC GRASS-FED BEEF  
Rib Ribeye  
Steak  
USA  
★★★★★ \$15.99

ORGANIC GRASS-FED BEEF  
New York  
Strip Steak  
USA  
★★★★★ \$16.99

Product of USA  
Organic Grass  
Fed-Beef 85%  
Ground Beef  
GOOD  
STUFF  
FOR LESS  
CASH  
\$4.99 lb  
You Save  
\$2 lb.  
\$2.99 lb.

CHEF INSPIRED  
Tequila Lime Beef  
Fajitas  
\$9.99 lb.



# Er varan siðferðislega ílagi?





Organic, fair trade,

GMO free, Carbon

neutral...

Ný orð yfir lúxus.

Við höfum magnaða  
sögu að segja.

Endurnýjanleg orka.

Jarðvarmi til  
húshitunar.

[News](#) > [World](#) > [Americas](#)

# Costa Rica's electricity generated by renewable energy for 300 days in 2017

Central American nation set to smash its own 2015 green power record

Tom Embury-Dennis | [@tomemburyd](#) | Wednesday 22 November 2017 12:26 GMT | [1 comment](#)

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## NEWS




# WITNESS THE WORLD'S LARGEST WIND TURBINE BLADE


LM Wind Power has—in collaboration with the Technical University of Denmark (DTU)—developed a new hybrid material which makes it possible to build the world's largest wind turbine blades.

*By State of Green, 2018.04.20*



- Related areas to explore**
- [Blade & Nacelle Technology](#)
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Illa hannað. Skítugt.



Umhverfisvænt =  
Nútímalegt. Tæknivætt.  
Mannlegt. Vandað. Hreint.



## PROFILE: ADVANTIS



# ADVANTIS

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From its earliest beginnings, Advantis has focused sharply on placing the client at the center of attention. We appreciate close relations and are dedicated to setting up long-term working partnerships with our clients and employees and our network of business associates.

We have made innovative intelligent sustainable solutions with some of the biggest players in the world both in Europe and in China. e.g.:

- R&D of nacelle and spinner cover



### Advantis

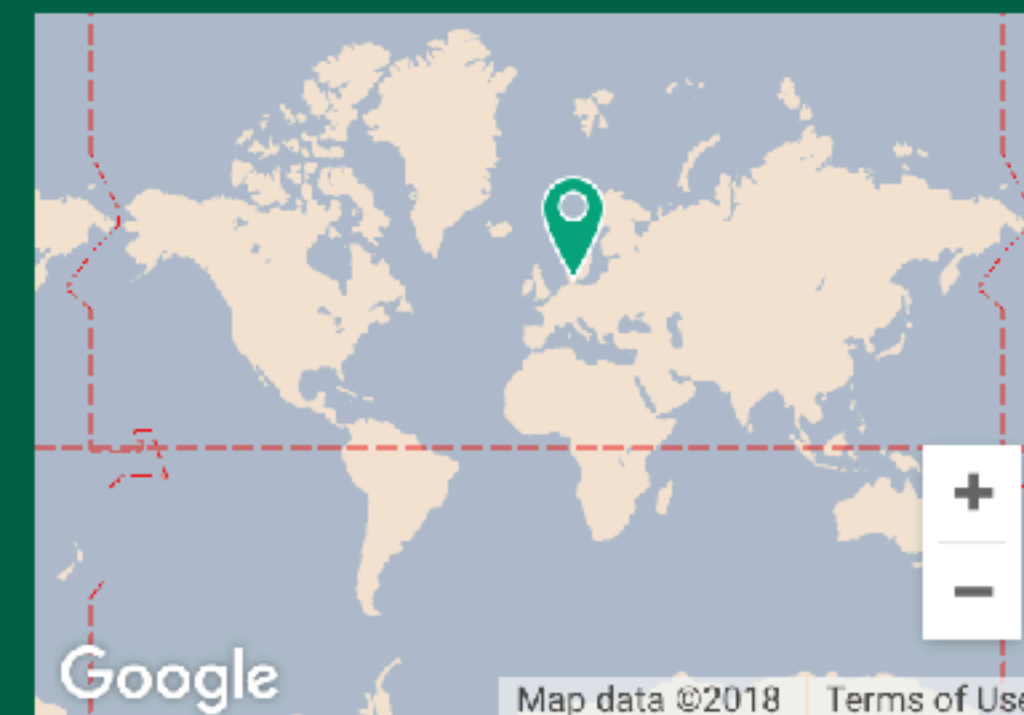
Att: Kim D. Jensen  
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8000 Aarhus  
Denmark  
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## PROFILE: BJERG ARKITEKTUR



# BJERG ARKITEKTUR

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The users of the building are always in the spotlight of our projects. Our goal is to contribute to the so-called 'well-being' of the societies, that use the buildings we design or refurbish. Energy efficiency is the basis of the output of our projects, but we also focus on other aspects of creating comfort and better indoor climate, such as acoustics and aesthetics of the premises. By increasing energy efficiency and improving the economy of the buildings we also enhance productivity and health of people living or working in the buildings we create.

All that, thanks to our architects' implementation of new green technologies and innovative concepts which support sustainable development.



### BJERG Arkitektur

Att: Katarzyna Wojda  
Vesterbrogade 124B  
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Denmark  
Phone: +48 792746230

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# Af hverju skiptir þetta máli fyrir Bjerg Arkitektúr?



Hefur einhver  
hér inni heyrt um  
Catcher technology?

# Apple Supplier Workers Describe Noxious Hazards at China Factory

Bloomberg News

16 January 2018, 13:00 GMT Updated on 17 January 2018, 01:57 GMT

- Rights group alleges 14 violations of Apple supplier standards
- Apple says it investigated claims, found no standards breached



Bloomberg's Peter Elstrom reports on the harsh conditions at a manufacturing complex in the city of Suqian.

At a [Catcher Technology Co. manufacturing complex](#) in the Chinese industrial city of Suqian, about six hours' drive from Shanghai, workers stand for up to 10 hours a day in hot workshops slicing and blasting iPhone casings for [Apple Inc.](#), handling noxious chemicals sometimes without proper gloves or masks.

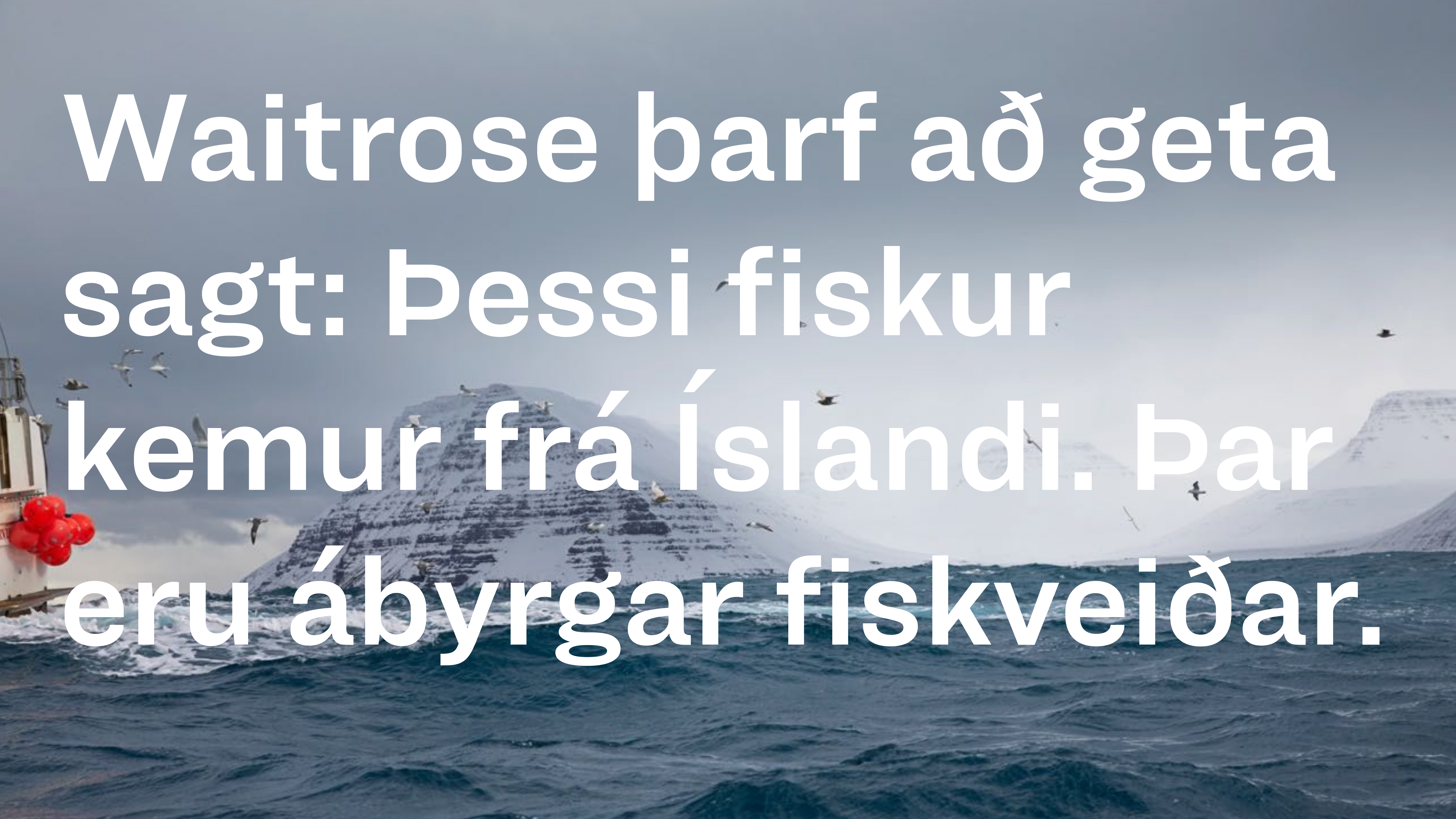
These conditions -- some described in a report Tuesday by advocacy group China Labor Watch and others in Bloomberg News interviews with Catcher workers -- show the downside of a high-tech boom buoying the world's second-largest economy. Chinese

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**what matters,**  
**and why.**

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**Við erum alltaf hluti af  
virðiskeðju annarra.  
Það er alltaf einhver  
annar að selja okkur.**



Waitrose þarf að geta  
sagt: Þessi fiskur  
kemur frá Íslandi. Þar  
eru ábyrgðar fiskveiðar.

A close-up photograph of a car door handle, showing the black plastic housing and the silver metal grip. The handle is positioned horizontally across the frame. The background is a light-colored, slightly textured surface.

**BMW þarf að geta  
sagt: Álið í þessum bíl  
kemur frá Íslandi. Þetta  
er grænasta ál í heimi.**

Whole Foods þarf að  
geta sagt: Þetta kjöt  
kemur frá Íslandi. Það  
er alið frjálst á fjalli.







Við þurfum að vera  
trúverðugur og  
traustur  
samstarfsaðili

200 mílur | Morgunblaðið | 17.4.2018 | 5:30 | Uppfært 10:42

# Hvalveiðar hefjast á ný



Hvalbátur á leið inn Hvalfjörð með hval. [mbl.is/Arni Sæberg](http://mbl.is/Arni_Saeberg)



Hvalur hf. vinnur að rannsóknum á möguleikum þess að nýta langreyðar-kjöt í járnríkt fæðubótarefni fyrir fólk sem þjáist af blóðleysi. Einnig gelatín úr beinum og hvalspiki til lækninga og í matvæli.



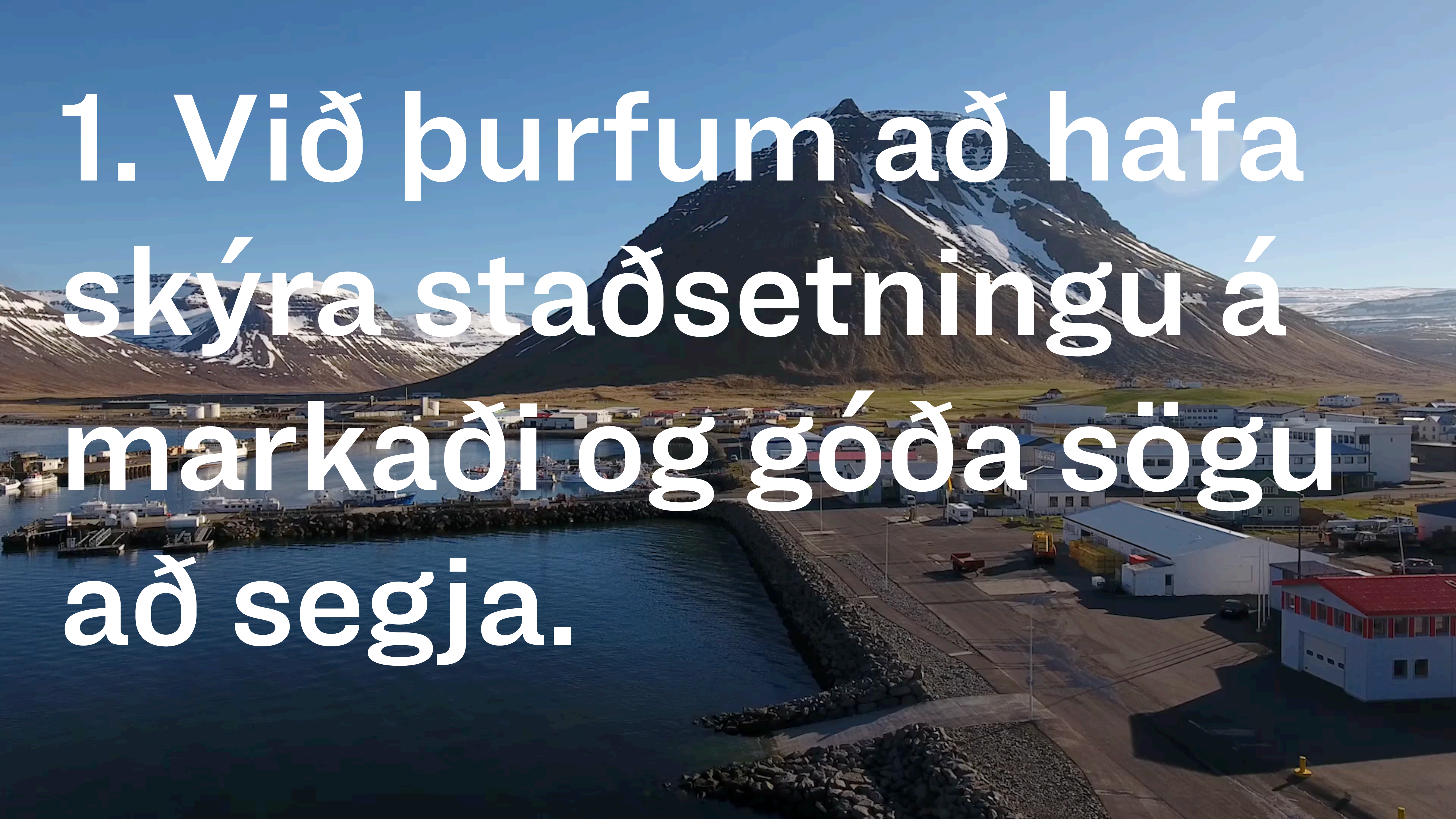
LJÓS

> SKOÐA HÉR <

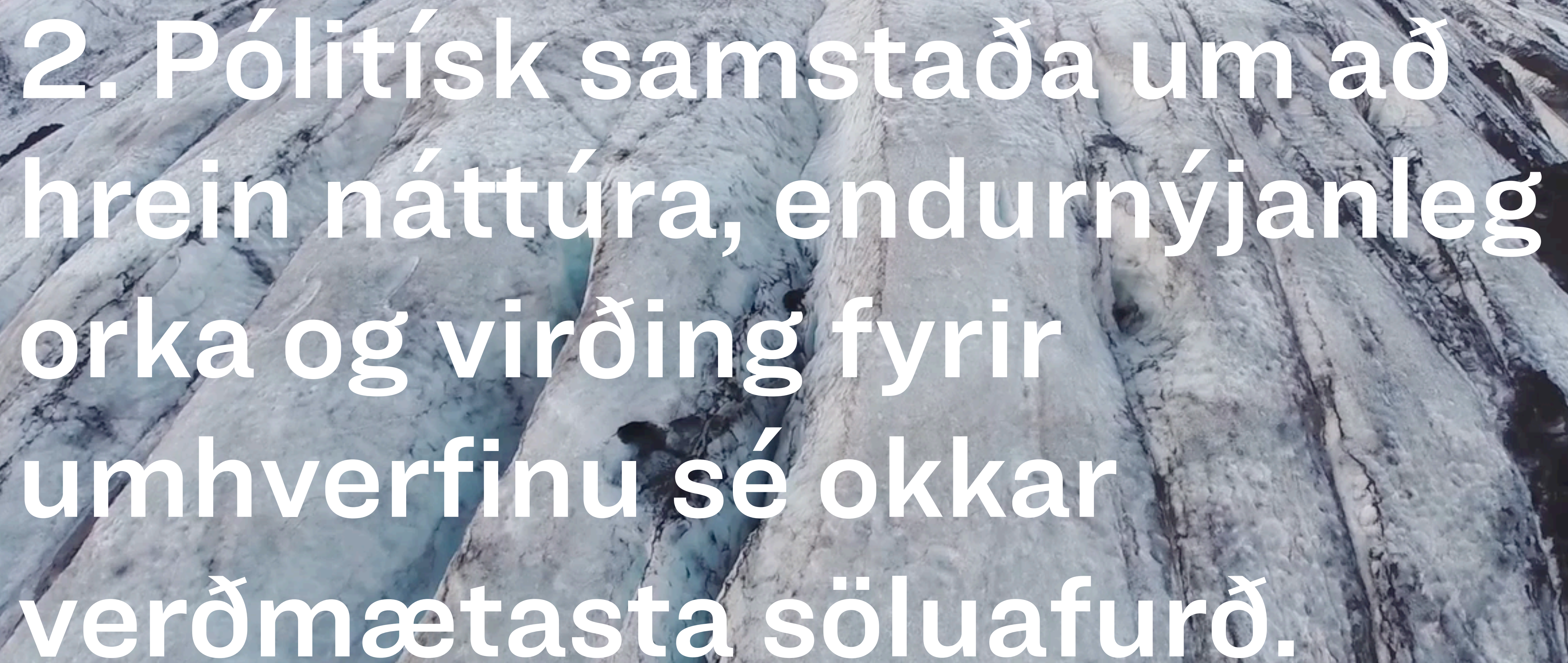
MÓDERN

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NÝJAR VÖRUR  
ÍSLENSK HÖNNUN



1. Við þurfum að hafa skýra staðsetningu á markaði og góða sögu að segja.

An aerial photograph of a glacier, showing a network of cracks and a central stream of blue water. The text is overlaid in white, bold, sans-serif font.

2. Pólítísk samstaða um að  
hrein náttúra, endurnýjanleg  
orka og virðing fyrir  
umhverfinu sé okkar  
verðmætasta söluafurð.

Vegna þess að fiskur sem er  
veiddur á ábyrgan hátt er  
verðmætari.



Vegna þess að lamb sem er  
carbon neutral og Skyr sem  
er GMO free eru nútíma  
lúxusvarningur.



Vegna þess að grænt ál er  
verðmætara.



Vegna þess að ferðamenn  
vilja hreina náttúru í  
sjálfbæru landi.









Landsvirkjun

# Endurnýjanleg orka er verðmætari

Ragna Árnadóttir  
aðstoðarforstjóri Landsvirkjunar

**3. Ein einföld skýr saga sem við getum öll sagt.**

Fólk elskar ævintýri.

