

Proposal for:



Prepared by:

City of Reykjavik Meet in Reykjavik Visit Reykjavik KPMG Reykjavik Sports Union National Queer Association Styrmir Sports Club

LET'S MEET 🐲 THE MIDDLE













One for all. All for one. - Through intimacy and visibility.

Reykjavík, 26. nóvember 2012.

LGBTQI is a large family, Reykjavik is opening its arms welcoming this family gathering through sports, hands-on human rights and vibrant culture.

Reykjavik and its citizens embrace diversity in all its forms, welcoming visitors with inclusiveness, respect and hospitality. It is our pride to insure our guests safety and to meet their needs.

One of our objectives in hosting the World Outgames will be to include the Icelandic community as a whole by participating, volunteering, watching and enjoying. Icelanders as a nation stand proud in supporting LGBTQI rights and are eager to share with the world how much a nation can benefit from embracing Human Rights for all.

Within this family context Reykjavík City becomes one Outgames Village. A village of different worlds colliding through tireless programmes of sports events, culture and entertainment.

We hope our guests leave with the sense of surprise, delight, inspiration, and the drive to bring change to their societies through the experience of mutual trust and sense of belonging at Reykjavik World Outgames.

World Outgames 2017 in Reykjavík will take place 21.5 til 03.06. These dates have been chosen to make full advantage of Reykjavík's facilities and infrastructure.

On behalf of the bidding commitee,

Ingi Thor Jonsson

Featuring

- Unesco Heritage site as a sporting venue
- Marathon in two continents
- Planting a tree for each participant
- Reykjavík City as an Outgames Village
- Unique cultural sports related events
- Reykjavík represents Safe Haven for all
- "Can Do City"
- Reykjavík celebrates Human Rights through equality and diversity
- Midnight sun golf

MEET

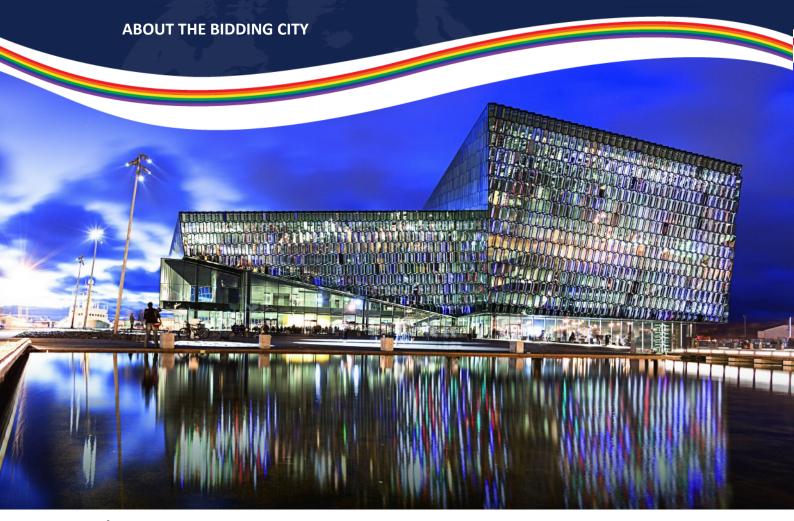


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REYKJAVÍK — TOP PINK DESTINATION

Be prepared to be dazzled. Reykjavík is a vibrant city with excellent infrastructure, which means access to cutting-edge technology, inspiring meeting and sporting venues and warm hospitable people willing and able to render the best service.

"Reykjavík was voted top destination 2012 by Lonely Planet and awarded the Travel Reader's Choice Award. National Geographic was of the same opinion and named Iceland among the best of the world's trips available in 2012"

EVERYTHING IS POSSIBLE

As a host city you will find that Reykjavík will exceed your expectations. Iceland is small and the close proximity combined with a laid back mentality

and efficiency make all problems solvable and no project unmanageable. The combination of all these insure that you will find Reykjavik's value as a host for the World Outgames 2017 comparable or more adventures than anywhere else in the world. Whether you are planning a major sport event, convention or festival Reykjavík should always be at the top of your location list.







WHY CHOOSE REYKJAVÍK?

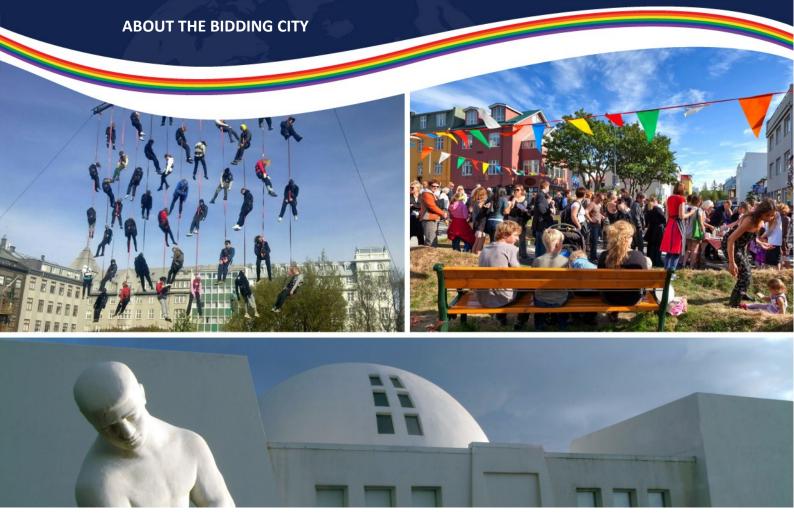
All roads lead to Reykjavík Iceland is midway between Europe and North America. A number of airlines fly to Reykjavík and the flight time is only 3 – 5 hours.

Efficient organizers

Icelanders are known for their quick and to the mark work, which was reflected in how effortlessly they welcomed President Reagan, and Secretary Gorbachev for a summit conference in Reykjavík in 1986 with only 10 days notice.

Modern and up-to-date

Organizing events is easy in Iceland. Cutting-edge technology, fine hotels, good restaurants and good means of transport make this an ideal host city.



SAFE HAVEN



Reykjavík will offer safe haven for all participants and attend. All participants will find themselves in an relaxed, friendly and secure environment. Icelandic law guarantees equality and civil rights for all human being.

Reykjavík has a long history as Iceland's queer centre even though it only surfaced in the late 1970s. As

early as the 1930s gays got together at Hótel Borg, which is still operating in the heart of Reykjavík. As queers have gone from notoriety to obtaining full legal rights. Gay life in Reykjavík has flourished and is now one of the fixtures, which create the city's unique atmosphere. Visitors can expect to find a small and safe community, which celebrates its queer members and welcomes all visitors, no matter their sexual orientation or gender identity.

OUT OF THE ORDINARY EXPERIENCE

The legal rights of the queer community contribute to a safe and relaxed queer life in Iceland. It centers round the Reykjavik city centre with all the main establishments within a short walking distance along Laugavegur. There you will find the National Queer Association welcoming visitors, the queer bars, queer-friendly bookshops, guesthouses etc. everything is within reach. The city centre is up-beat and alive. Great new experiences await just around the corner, from innovative restaurants, to dazzling music and theatre performances. This city offers a unique and stylish tone reflected in a vibrant art scene and avant-garde designs.

WHY CHOOSE REYKJAVÍK?

Human rights

- "One for all. All for one through intimacy and visibility"
- Reykjavik has been considered a safe haven throughout the years. Many peace related historical events have taken place here.
- Imagine Peace Tower is lit every year in memory of John Lennon and peace in general

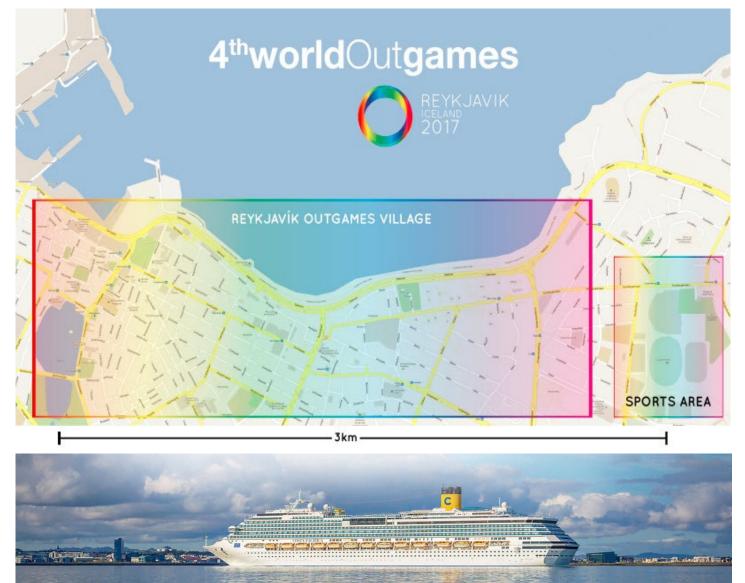






REYKJAVÍK OUTGAMES VILLAGE

Reykjavík is an inclusive and prejudice free zone, ideally suited to host the thousands of participants and guests of the World Outgames in 2017. For the duration of the Games the whole of the downtown area of Reykjavík will be turned into the Outgames Village. Bars, restaurants, cafés, museums, galleries, shops and streets will take part in creating an exemplary LBGTQI capital for the world! A cruise liner will become a strong feature in the heart of the Outgames village to accommodate some of the participants.



MEET





HISTORIC MOMENTS

Historic moments of great significance have taken place in Reykjavík. Reykjavík made headlines when President Reagan and Secretary Gorbachev met for a summit conference in Reykjavík in 1986. Some claim that this meeting marked the beginning of the end of the cold war. This shows that Reykjavik has been for a long time considered an ideal safe haven.

IMAGINE PEACE TOWER

IMAGINE PEACE TOWER is a Tower of Light which emanates wisdom, healing and joy. It communicates awareness to the whole world that peace & love is what connects all lives on Earth. IMAGINE PEACE TOWER is an outdoor work of art conceived by Yoko Ono in memory of John Lennon. It is situated on Viðey Island in Reykjavík, Iceland. The artwork was dedicated to John by Yoko at its unveiling on October 9th 2007, John Lennon's 67th birthday.

THE SPIRIT OF HUMANITY FORUM

The City of Reykjavík, the capital of Iceland, one of the few countries which has no army or any foreign army presence. The present Mayor of Reykjavik, Jon Gnarr, would like Reykjavik to become a 'peace capital' and take a lead in projects for non-violence and peace.

In 2012 Reykjavík was on of the initiators of the Spirit of Humanity Forum, a global partnership of organizations, communities and individuals committed to improving the conditions of the world and those who live in it. Within this context, Reykjavík hosted the first meeting of the Forum, "Resetting the compass - creating a landscape of possibilities, a safe space for self explorations and dialog among leaders to discover new ways to move forwards, based on deep human values.

REYKJAVÍK SPA CITY

Hot water has boundless health benefits. Sore joints, swollen muscles and stiff limbs can find ease and wellness in warm swimming pools utilizing the geothermal water.

Every community in Iceland has easy access to warm geothermal swimming pools and in many households members enjoy their own hot tubs in the garden. This is reflected in the fact that most hotels offer first class spas with luxurious treatments.

The now world famous Blue Lagoon has taken the healing properties of the water to a whole new level where stunning nature nourishes the mind while the algae and minerals in the water benefit your skin.







TRAVEL FACTS

Iceland is part of the Nordic Passport Union and included in the Schengen Area. For further information on passport and visa requirements please go to the website of the <u>Icelandic Directorate of Immigration</u>.

"Iceland is among the top ranking Scandinavian destination according to the Travel & Tourism Competitiveness Report in 2012. Only Sweden ranks higher. Iceland is in the top 15 countries on the Global Competitiveness index in areas such as, higher education and training, infrastructure, technological readiness and innovation. The country takes seventh place in quality of overall infrastructure and fourth in availability of latest technologies"

CURRENCY EXCHANGE

All banks in Reykjavík provide foreign exchange. The opening hours are: 09.15-16.00 Mondays to Fridays. The Icelandic Currency is krona. All major credit cards are widely accepted in Iceland and ATM machines are common.

SHOPPING AND EXPLORING

Office hours are generally 09.00-17.00 during weekdays. Most shops are open from 10.00 -18.00 except Saturdays from 10.00-14.00. Two large shopping malls, Kringlan and Smaralind, are open seven days of the week. The most common opening hours of museums and exhibitions are 10.00-17.00 throughout the week.

TAX FREE SHOPPING

VAT (Value Added Tax) is refundable when visitors take goods out of the country. The refund will reduce retail prices by approximately 15%. A purchase of no less than 4000 ISK per store is eligible for a refund. The goods must be shown to customs officers at Keflavik Airport before leaving the country.

SEASONAL CHANGES

Iceland has been dubbed the Land of the Midnight Sun and indeed around Midsummer Eve the sun is visible all day round. The flipside of the coin is the darkest day during winter solstice when the sun is only visible for two and a half hours. This natural phenomena, however, is what creates the unique and beautiful light in Iceland. Artists and photographers are enthralled by it and strive to capture its variations in miscellaneous ways.

DID YOU KNOW?

- As a member of European Economic Area, Iceland shares European business legislation and is part of the inner market.
- Iceland has one of the highest income per capita in the world.
- Corporate income tax in Iceland is one of the lowest in OECD at 20%.
- Iceland has no military. It has a coast guard and a volunteer run search and rescue service.
- The English words geyser, saga and berserk originate from Icelandic.
- Vigdís Finnbogadóttir was the world's first democratically elected female head of state. She was President of Iceland 1980 - 1996.
- A constitution drawn up ca. 930 created a form of democracy, Althing, the world's oldest practicing legislative assembly.
- In the year 1000, Icelandic-born Leifur Eiriksson ("Leif the Lucky") became the first European to set foot in North America. A few years later, Icelander Gudrid Thorbjarnardottir had a son, Snorri, who became the first child of European descent to be born in America.







Size of Iceland

103.000 km2



Distance from Scotland 798 km



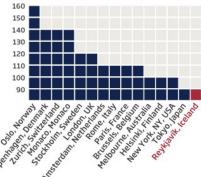
Total rooms in Reykjavík 2011 3.230 rooms

Total beds in Reykjavík 2011 6.828 beds



Conference guests to Reykjavík 2011 23.000







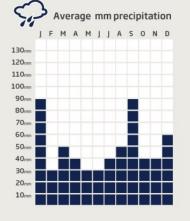


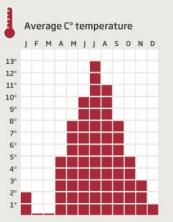
Population in Iceland 320.000

Population in Reykjavík capital area 204.000

Weather in Reykjavík

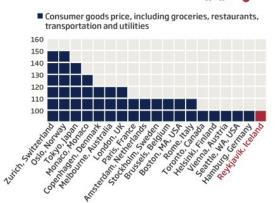
















REYKJAVÍK CUSINE - PURE AND SIMPLE

Reykjavík is renowned for excellent restaurant and vibrant culinary scene. Icelandic cuisine is inventive and local ingredients are tasty as well as healthy. Icelandic chefs are among the best in the world and have won numerous awards such as gold and silver at the Bocuse d'Or world chef's championship and continue to aim higher. Armed with the purest ingredients and their raw ingenuity, Icelandic chefs dish up an artistic experience that wows all the senses.

"Reykjavík's restaurants have a reputation for putting the best of sea, land, and sky onto your plate and always with an unexpected twist. In Reykjavík, dining options range from the iconic to the experimental and with so many restaurants to choose from, your palate never gets bored. Blending unique global flavours with the fresh, organic, and traditional staples of Iceland—Reykjavík's colourful gourmet scene is a destination unto itself"

Reykjavík's vibrant culinary scene was the inspiration for two culinary festivals held each year.

FOOD AND FUN

Food and fun combines outstanding culinary skills, fresh natural ingredients, Icelandic outdoor adventure and the world-famous Reykjavik nightlife to create the ultimate recipe for fun. The core element of Food and Fun involves world acclaimed chefs collaborating with Reykjavik's best restaurants preparing a special menu made out of Icelandic ingredients only.

REYKJAVÍK REAL FOOD

Reykjavík real food is a celebration of Icelandic food and food culture that rock your taste buds. Guests experience Icelandic cuisine made from the freshest harvest straight from the farm. Guests are able to feast on special menus at restaurants across Reykjavík, meet farmers at the market and experience Icelandic culture.

Reykjavik boasts dozens of fine restaurants, bars, cafés, bistros, sandwich shops, soup bars and coffee houses that satisfy just about every conceivable taste in breakfast, lunch or dinner. Vegans and vegetarians are also well catered for, as are fans of traditional Icelandic food with Reykjavik's famous fish and seafood restaurants being particularly popular.





REYKJAVÍK CITY'S SHOPPING OPTIONS WILL HAVE YOU DAZZLED

From unique boutiques to large shopping malls, Reykjavík City's shopping options will have you dazzled. The best way to experience Iceland's vibrant design culture is to walk through 101 Reykjavík. There one will find unique home-grown shops at every corner.

> "Iceland is a country with inspiration in its blood. It pours out through an ever increasing number of talented designs for everything from the humble pancake pan to the latest development in fish skin to make top quality men and women's shoes. Icelandic designers produce range of unique ideas and designs, skilfully using both common and unusual materials in a totally new ways"

Whether it is living jewellery, shaggy lambskin seat, a butterfly formed by the play of light and shadows or a pair of fish skin shoes, it is immediately obvious that each is the work of a thoughtful, inspired designer.

HIGH STREET

If the high street is more your style, Reykjavík capital area has what you are looking for. Two large shopping malls,

Kringlan and Smáralind, offer vide selection of international stores mixed in with Icelandic brands and quality restaurants conveniently situated under one roof. There one can spend the day shopping and mixing in with the locals.

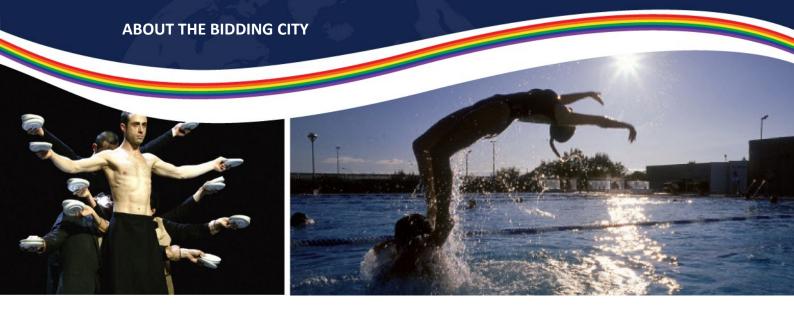
Positive exchange rate and refundable Value Added Tax (VAT) by approximately 15% are just two more reasons why Reykjavík the perfect place to shop.

REYKJAVÍK FASHION AND DESIGN

Reykjavík showcases the best of the Icelandic creativity. Fresh, exciting, exotic and under the radar. The scene is small and intimate, so you will get up close and personal with both locals and the design superstars.







REYKJAVIK SPA CITY

Reykjavik is a spa destination with a difference. Iceland's unique earth-warmed water and pristine air make swimming at city outdoor pools a luxurious treat. Fine spas offer soothing treatments at reasonable rates.

In Reykjavík you will find six luxurious spa facilities whereof three located in Laugardalur Valley or Spa Valley. The biggest one, Laugar Spa is a top-class health and spa resort. Facilities include seven differently themed saunas and steam rooms, a Thalasso therapy Jacuzzi, relaxation room and restaurant. Massage and beauty treatments available, using E'SPA products.

The City operates seven swimming pools (sundlaugar) in Reykjavík, in addition to an artificial thermal beach, all kept at a constant temperature of 29°C (84°F), which makes swimming in thermal water under a bare sky while breathing in clean, fresh air is one of the best exercise available.

Swimming pools in Reykjavík are also viewed as gathering places where friends gets together to catch-up on the news of the day or to simply pass the time gossiping in comfortable warm, geothermal hot-pot. If you need information about life in Reykjavík, what restaurants are good, interesting happenings or natural attractions in the vicinity, just make conversation with a fellow hot-potter. So If you want to learn about Icelanders, and maybe even get some insight into the national soul, the hot-pot is your place to be.













TOP TEN THINGS TO DO IN REYKJAVÍK











STOLL THROUGH THE CITY CENTRE

Take a stroll through the city centre. Walk around an amazing lake smack in the middle of a bustling capital teeming with bird life. In spring and autumn rare vagrants can be glimpsed, which greatly adds to the attraction. Take a walk along Laugavegur, the main shopping street. A number of boutiques, designer's shops and art galleries will amaze you. Hand made goods of high quality have been praised by the foreign press visiting Iceland. These are wonderful and distinctive gifts for friends back home and to treat oneself.

WHALE WATCHING

Whale watching is an extremely popular activity in Reykjavík. Wide ranges of tours are on offer by the old harbour a short distance from the city centre.

EXPLORE THE ART SCENE

Visit some of the cities many museums. Art lovers and history connoisseurs will find a wealth of interesting exhibitions to delight in.

SWIM WITH THE LOCALS

Go for a swim in one of the many delightful swimming pools or visit any of the wonderful spas in the city. Soothing and invigorating treatments are available at reasonable prices.

TICKLE YOUR PALATE

Icelandic cuisine is an offshoot of the Nordic Cuisine, known worldwide for the freshness of the food and inspired fusion of cooking styles.

ENJOY THE NIGHTLIFE

Reykjavík has become known for its boisterous nightlife. The many bars and clubs in the centre are filled with life all weekend as jovial people horde into town for merrymaking.

GET INFUSED BY CULTURE

The cultural scene is vibrant and interesting. Many Icelandic musicians are internationally known for their distinctive tone and excellent music. Theatre is cherished here and many shows and performances of great interest are always on-going in Reykjavík.

GO BIKING

Rent a bike and enjoy the refreshing air.

HIKE UP A MOUNTAIN

Hike Mount Esja. A popular hiking trail for many locals as well as visitors from abroad. A great exercise with an exceptionally beautiful view from the top.

PLAY GOLF

Play golf at a course stretched across a lava field with caves, rocks and moss just outside the green.





TOP TEN THINGS TO DO NEAR REYKJAVÍK













SNOWMOBILING

Langjökull and other icy white glaciers just wait to be conquered. You choose your method, snowmobiles, snow trucks, ropes and axes or dog sleighs, all are available in Iceland.

GOLDEN CIRCLE

At Thingvellir amazing rock formations captivate the eye; craggy lava fields, serrated fissures and impressive canyons. Thingvellir is a UNESCO World Heritage Site so it's preserved for the whole world to enjoy. Gullfoss and Geysir are also well known attractions en route.

BATHING IN HOT SPRINGS

Geothermal energy like you would not believe. Hot pools and rivers out in the open where people can bathe. It is a wonderful adventure to experience the power of the Earth and feel the heat beneath the surface.

EXPLORING CAVES

Have you ever wondered what the insides of a volcano look like? Príhnúkagígur gives you the unique opportunity to find out. This impressive 200 m deep crater is accessed from the top in an elevator and the myriad of colours make the trip down a true once in lifetime experience.

BLUE LAGOON

The world famous Blue Lagoon makes use of the geothermal energy in an innovative way to benefit your health and wellness.

RIVER RAFTING

River rafting in Hvítá river is fun and gets your heart pumping and the adrenalin surging through your body. Enjoy impressive scenery while rushing through the waters of Hvítá.

HEIÐMÖRK

The kaleidoscopic light in Iceland delights not only artists and photographers. The midnight sun in the summer casts a scarlet glow over the surroundings and Northern Lights dance across black skies in winter. You don't have to go far, just outside the city limits in Heiðmörk Park, you can experience these natural phenomena in a delightful way.

EMPOWER YOURSELF

Snæfellsjökull is a perfectly shaped cone volcano and said to be, by Indian new age gurus, one of seven power stations scattered around the world.

KLEIFARVATN AND SELTÚN

Kleifarvatn is a unique still lake only a short distance from Reykjavik. Nearby is the wonderful geothermal area Seltún with bubbling hot pools and sulfataras and Grænavatn a crater filled with water of the most amazing green hue.





Iceland is highly accessible. As it is situated in the middle of the Atlantic Ocean midway between Europe and North America flights are frequent to and from both continents. Airfare prices are dropping all over the world making it easier to meet in the middle and travel to Iceland from all corners of the globe. Link up with your friends and colleagues midway at this perfect location for the World Outgames 2017.

The flight schedules of airlines are subject to seasonal changes. The number of destinations and flight times vary accordingly.

EXAMPLES OF FLIGHTS BETWEEN ICELAND AND SOME MAJOR CITIES THAT ARE SERVED DIRECTLY.

COUNTRY	CITY	COUNTRY	CITY	COUNTRY	СІТҮ
France	Paris	Italy	Milano	Finland	Helsinki
England	London	Denmark	Copenhagen	Russia	St. Petersburg
England	Manchester	Denmark	Billund	USA	Washington
Scotland	Glasgow	Sweden	Stockholm	USA	New York
Germany	Hamburg	Sweden	Gothenburg	USA	Boston
Germany	Frankfurt	Norway	Oslo	USA	Minneapolis
Germany	Munchen	Norway	Bergen	USA	Orlando
Switzerland	Zurich	Norway	Stavanger	USA	Denver
Spain	Madrid	Norway	Trondheim	USA	Seattle
Spain	Barcelona	Belgium	Brussels	USA	Anchorage
Spain	Alicante	Netherlands	Amsterdam	Canada	Toronto





INTERNATIONAL

Icelandair rates among the most punctual airlines in Europe. This is just one high point for the company, which lands near the top in all key areas in AEA (Association of European Airlines) consumer reports.

AIR ICELAND



DOMESTIC AND INTERNATIONAL

Air Iceland is an enterprising and modern airline that offers scheduled flights to destinations in Iceland, Greenland and the Faroe Islands.



KEFLAVÍK INTERNATIONAL AIRPORT—THE BEST AIRPORT IN EUROPE

Keflavik International Airport is the best airport in Europe according to the 2009 and 2011 Airports Council International passenger quality survey.

The airport is only 40 minutes' drive from the city centre and features comfortable modern passenger and commercial facilities with extensive capacity on the North Atlantic and polar routes linking Europe and Asia with North America. It serves the capital city of Iceland, Reykjavik, and is an international hub of major importance for scheduled operations and technical stops. There were over 2 million passengers that went through Keflavik International airport in the year 2011 and this number is steadily increasing.

Fourteen passenger carriers and three scheduled cargo carriers operate at Keflavik International Airport during the summer season. Keflavik International Airport is operated by ISAVIA Ltd., a private limited company with 100 present government ownership.

PUBLIC TRANSPORTATION – STRÆTÓ BS.

Reykjavík's bus network covers the whole capital area in addition to connecting Reykjavík capital area to the nearest towns such as Akranes north of the capital and Hveragerði and Selfoss on the south coast of Iceland.

CYCLING ROUTES

We've built a network of cycling and walking paths that give people the option to criss-cross Reykjavik in an attractive, safe and environmentally friendly way. Bridges and/or underpasses cross busy roads, and paths have been lain through our most beautiful outdoor areas such as Elliðaárdalur valley and the Ægissíða coastline. The City of Reykjavik prints maps of these paths regularly, and special emphasis has been put on connecting the network to Highway 1 to increase the safety of long-distance cyclists, local and visitor alike.

The network comes complete with six rest stops, perfect for catching your breath and enjoying the view. These stops have bike stands, benches, a trash can and a map stand with a map of the surrounding area, with an overview map of Reykjavik on the back.

worldOutgame

EVERYTHING IS WITHIN REACH IN REYKJAVÍK

- 40 minutes' drive from the airport to Reykjavík city centre
- Flight bus directly from airport
- All venues and Hotels within 15 minutes driving distance from each other
- All venues in walking distance from the city centres, 5–20 minutes'
- Stunning nature at the doorstep of Reykjavík
- All corners of Iceland reachable by domestic flight within 1 hour

PUBLIC TRANSPORTATION IN REYKJAVÍK

- Extensive public transportation network
- Partly served with Hydropowered buses
- Cheap form of transportation within the city
- cost approx. 2.5 EUR/ 3 USD





REYKJAVÍK HAS WHAT IT TAKES TO HOLD A SUCCESSFUL EVENT

The facilities and venues for large or small gatherings are at your disposal as well as the entertainment and sustenance you desire. Reykjavík has a strong profile of service providers, all professionals in their fields. Our distinctive ways of creating a different agenda and venue, make Reykjavík one of the top destinations for events worldwide.

Iceland has previously in 1997 hosted the Games of the Small States of Europe and we will host them again in 2015. Iceland also hosted the World Handball Championships back in 1995 which was a major sporting event in Iceland.

Styrmir, Iceland's LGBT sports club hosted the 2012 International Gay and Lesbian Aquatics Championship in Reykjavík The IGLA Championship took place between May 30th and June 2nd in the Laugardalshöll 50 metre indoor olympic size swimming pool and the 25 metre Sundhöll Reykjavíkur pool. Over 400 contestants showed up and it's safe to say that the Championship was a resounding success. Participants praised the facilities and organization of the meet and many called it the best swim meet they'd ever been to in a survey conducted once the participants had returned to their respective home countries. In fact every element of the Championship was rated as being good, very good or excellent.







Laugardalshöll host of the World Handball Championship in 1995 will be one of the main sporting venues for the World Outgames 2017







REYKJAVÍK SPORTS UNION

Íþróttabandalag Reykjavíkur (IBR) or Reykjavík Sports Union is an organization which was founded on 31 August 1944. It is the country's largest district association with approximately 70 sports clubs and approximately 30.000 registered members. Reykjavik Sports Union works closely with the Reykjavik council of sports and leisure on finding ways to help the clubs in their daily work, in making guidelines for sports in the city and setting goals for development of activities and facilities for sport.

The union is a part of the National Olympic and Sports Association (ISI) and acts as a connection between the City of Reykjavik and sports clubs. Currently there are 28 national sports Federations. The most popular sports in Iceland are football, golf, equestrian, handball, basketball, badminton, athletics and Sport for All.

The Union goal is the fortification and development of sports in Reykjavík.

A FEW OF THE UNION'S PROJECTS:

- Assigning each sports club time in the city's sports facilities.
- Reykjavík International Games.
- Grants to sports clubs.
- Surveys on the participation to sports activities.
- Managing the Reykjavik Marathon.
- Supporting top athletes in Reykjavik.
- Organising the participation







STYRMIR REYKJAVÍK

Styrmir the largest Icelandic LGBTQI sports club was founded in 2006. Styrmir has grown fast in the past years and it's role re-defined. Styrmir has become an organisation dedicated to encouraging LGBT people participating in sports. Through being visible and opening our doors to everyone, regardless of their gender, sexual orientation, nationality, and most importantly, their skill, we believe that our work serves a preventive role. This is emphasized in our motto: "Role models, not stereotypes". Many of the people that show up for training are between the ages of 16 - 21 and in the process of taking their first steps out of the closet.

Styrmir has hosted two international LGBTQI tournament so far:

- The Iceland Express Cup at Easter 2009 with about 100 participants playing football. The tournament was a resounding success with all those who took part and drew a lot of attention from the public and media. Styrmir's organization team provided support for all those who took part, helping with flights, accommodation, hosted housing, transport, tours and excursions.
- Styrmir also hosted the IGLA 2012 championships with a huge success with over 400 participants.

The Team: The organization team behind the bid has a wealth of experience when it comes to planning and producing large scale events and play a large part in this bid.

Styrmir sports club is an active member of Reykjavik Sports Union.





World Outgames 2017 Reykjavík as a Host City

A Statement from the President of Iceland Ólafur Ragnar Grímsson

When the Celebratory Year of the 100th Anniversary of the National Olympic and Sports Association of Iceland comes to a close, I am honoured to support the proposal that Reykjavík should be the Host City of the World Outgames of 2017.

As a patron of the National Olympic and Sports Association of Iceland and as a former member of the International Board of Special Olympics, I have witnessed how sport can enhance social progress and cooperation. The convening of the World Outgames in Reykjavík would help to draw attention to how sport can strengthen progress towards human rights through celebrations of equality and diversity and thus make our societies more just and humane.

Reykjavík 27th November 2012



PRIME MINISTER ICELAND



Reykjavik, 26 November 2012

Gay and Lesbian International Sports Association

On behalf of the Government of Iceland I announce that the Government supports that Reykjavík will be the host city of World Outgames 2017.

The Government of Iceland recognizes the importance of hosting the World Outgames as a symbolic venue to show respect towards human rights and equality.

dolf ac Jóhanna Sigurðardóttir

Prime Minister of Iceland





Mayor of Reykjavík

World Outgames 2017

Letter of support from the Mayor of Reykjavik

As a mayor of a city emphasizing human rights and equality, I am particularly pleased to support the proposal that the City of Reykjavik should be the host of the World Outgames of 2017.

The people of Reykjavik embrace diversity in all its forms. The annual festival of Gay Pride is one of the largest outdoor festivals in the city which has indeed become a symbolic event in Iceland. The festival has truly given the citizens of Reykjavik a change of heart and has led to a more progressive society – not only for LGBT people, but for all Icelanders. It has drawn worldwide attention to Reykjavik as a city of human rights, and Icelanders are proud to be able to show the world that they live in a society that supports human rights. I am also proud of my participation in the parade – where I always dress up in drag.

If Reykjavik gets the opportunity to host the World Outgames of 2017 there is no doubt in my mind that the participants, as well as the people of Reykjavik, will experience unique games. The philosophy behind the World Outgames is in line with the city's atmosphere – as sports events, culture and entertainment are a great combination and the citizens of Reykjavik celebrate the diversity of human kind with warmth and open heart.

The City of Reykjavik would be honored to host the World Outgames of 2017 and thus add to the diversity of our urban fabric.

Reykjavik, 28th of November 2012

pour tinam

lón Gnarr

Reykjavík City Hall • Tjarnargata 11 • 101 Reykjavík • Iceland • Tel 411 1000 • Fax 411 4599 • www.reykjavík.is







Highlights

- Team handball is the national sport and Icelanders take great pride in the national handball team (The people of Iceland actually call them "Our Boys")
- Playing golf in the midnight sun is a unique experience
- The first two continent marathon from Europe to North America. This can only be done in Iceland
- Mount Esja hiking and swamp soccer are unique cultural sports events that are not to be missed
- Off road cycling in Heidmork preservation park
- North-Atlantic Open Water Swim
- Glima is a unique traditional Icelandic folk wrestling style that has been in our culture for centuries
- Crossfit will we be offered in the games. Iceland currently has two times World Champion in Crossfit Ms. Annie Mist Thorisdottir and this has started somewhat a Crossfit craze in Iceland.
- Chess in the games will feature a legacy of the Fisher —Spasski chess in 1972 which was symbolic as the first step in easing the political tension between the east and the west

worldOutgames



THE SPORTS PROGRAMME

Sport is a huge way of life in Iceland.

In Reykjavik you have a city that recharges and rejuvenates you while you stay here. For clarity and peace of mind - there's no more of a perfect setting and since Iceland is located midway between Europe and North America this makes it a perfect meeting point.

WOG2017 in Reykjavík will offer high-level ambitious sports programme. We are able to welcome around 6-10.000 participants and focus on having sports programme suited for all age groups. Based on the Icelandic gender equality we emphasize 50/50 female male participation. Most sports we have on offer welcome mentally and physically impaired participants. And we are working in close relations with the Icelandic Paralympics and special Olympic committee.

We have decided to offer introduction to local sports as part of our Cultural programme.

All of our venues, indoor and outdoor, fulfil international standards. All sports will be played in sanction with international rules and legislations, with all referees, judges and officials at the highest level.

We will offer attractive sports programme and will create welcoming atmosphere and ambiance of venues. All staff and volunteers will be specially trained in providing a welcoming place for all participants and visitors.

We have chosen a spectrum of sports that is based on former WOG competition covering both the most popular and diverse sports activities that should suit interest of each participant. We have taken into consideration groups against individuals both indoor and outdoors, old and young, male and female participants, something for the competitive and those for recreational only, also bearing in mind endomorph and ectomorph body types.

List of sports

Archery Badminton Basketball **Beach Volleyball** Boccia Bowling Bridge Chess Crossfit Cycling Dancing same sex Diving Fencing **Field Hockey** Flamingo Golf Handball Ice hockey Karate Marathon Rowing Soccer - Football Swimming Synchronised Swimming Table Tennis Tennis Track & Field Triathlon Volleyball Water-Polo





Sport	Anticipated number of participants
Archery	60
Badminton	700
Basketball	300
Beach Volleyball	100
Boccia	150
Bowling	100
Bridge	150
Chess	250
Cross-Fitt	300
Cycling	300
Dancing same sex	250
Diving	50
Fencing	60
Field Hockey	200
Flamingo	200
Golf	250
Handball	350
Ice hockey	80
Karate	100
Marathon	2.000
Rowing	100
Soccer - Football	400
Swimming	1.000
Synchronised Swimming	50
Table Tennis	250
Tennis	120
Track & Field	430
Triathlon	400
Volleyball	750
Water-Polo	150

Total participants

9.600







LAUGARDALUR VALLEY - RECREATION AND LEISURE

80% of sports offered at the World Outgames 2017 will take place at Laugardalur which is a centre for sports and recreation in Reykjavik, with a variety of accommodation ranging from first class hotels to a campsite. You will also find the largest outdoor thermal pool in Reykjavik, Laugardalslaug, in which you can soak in all year round in hot geothermal water.

Laugardalur also has a beautiful Botanical Garden, with ponds and birdlife, and a lovely garden café. Reykjavik Botanic Garden, which has free entry, is an outdoor collection of living plants. Its main role is to conserve plants for education, research and delight, conserving some 5000 plant species in eight plant collections. The collection gives an idea of the enormous diversity of vegetation in the northern temperate zone.

Laugardalur will also host the largest food court ever to be seen in Iceland, where 6-8.000 WoG 2017 participants can eat and drink at the same time.





LAUGARDALSVÖLLUR STADIUM

Built in the year 1958, Laugardalsvöllur the national stadium in Iceland can seat 15,000 people in total. The stadium fulfills the conditions of international regulations. The stadium is also an international competition facility for track and field with 8 tartan lanes and photo finish. Laugardalsvöllur is also the home of Reykjavik Fencing Club who have their world class fencing center in the facility.

It is also used for various other sporting events and is home to the Iceland National Football team.

It is also going to be the venue for the opening ceremony. We believe no other venue can share with participants more intimacy and visibility and make them feel like true Olympians.

Key features:

- East stand- 3.500
- West stand 6.300
- Stands 5.200
- Total 15.000
- Free Parking
- Business Support Facilities
- Football
- Track and field
- Fencing

LAUGABÓL – MULTI SPORTS COMPLEX

Laugaból is a multipurpose sports venue for gymnastics, judo, taekwondo, glíma (traditional Icelandic wrestling), Olympic weight lifting, football and tennis.

Football pitches are both grass and heated Astroturf.

Key features:

- Main house 864m2
- Football pitch
- Astroturf
- 2 Training fields
- 1 Tennis court
- Gym
- 4 Conference Rooms
- Wi Fi
- Free Parking
- Business Support Facilities





LAUGARDALSLAUG – SWIMMING COMPLEX

Laugardalslaug is the largest swimming complex in Iceland with extensive facilities. It boasts of long tradition of swimming in Iceland, and uses only natural geothermal water for heating. The first facilities where built in 1907 on the other side of Sundlaugarvegur.

Then the oldest part of the current pool was opened in 1968, 50m outdoor pool with outdoors children's pool, numerous hot pots, waterslides, steam bath. The latest addition, a hot pot with seawater. Spectators stand seats over 800 people. Renovations where made and new lockerooms and baths opened in 1986. In 2005 the indoor pool was opend. It is a modern 50m Olympic sized swimming pool with all the latest technology, 10 lanes and can seat 350 persons.

Key features:

- 50m outdoor pool with 8 lanes
- 50m indoor pool with 10 lanes
- Outdoor Children's pool.
- 80m long water slide
- 4 hot tubs, from 39°C-45°C
- Seawater hot tub
- Steam bath
- Gym
- Wi Fi
- Free Parking
- Business Support Facilities

LAUGARDALUR – ICE SKATING RINK

The ice skating rink in Laugardalur is suited for ice-hockey and figure skating. The venue is indoor and is used for practice, competitions and the general public. The sound system is quite unique. The reception offers a wide range of equipment that is needed for ice skating at a reasonable price. Overall there are six dressing rooms.

Big sport occasions such as the Scandinavian Cup have taken place in the rink over the last couple of years. In ice-hockey, the rink has hosted the World Championships for both women's and men's teams. Among competitions that take place every year in the rink is the figure skating part of the Reykjavík International Games.

Key features:

- 1800m2 Ice skating rink
- 800 people seated
- 2 Conference Rooms
- Outdoor Exhibition Space
- 6 Large changing rooms
- Wi Fi
- Free Parking
- Business Support Facilities





TBR – BADMINTON HALL

TBR is a world class badminton facility with two halls, one with 5 courts and the other with 12 courts. There are also good training facilities for table tennis in the basement. A new and modern tennis facility is in the pipeline for the future and will be ready, if built, for the World Outgames 2017.

LAUGARDALSHÖLL – SPORTS HALL

Laugardalshöllin is located in Laugardalur Sports Park in Reykjavík. The hall is used for all major indoor sporting events, handball and basketball, as well as other events and shows.

Built in 1960, Laugardalshöll is the largest indoor multipurpose arena in Iceland. It's flexibility makes the arena suitable to a wide variety of sport events, including pop concerts, family entertainment as well as conferences, trade shows, banquets and corporate events.

Laugardalshöllin has a maximum capacity of 9,700 people but the arena can be arranged to provide a more intimate environment. Several additional rooms surrounding the main hall may also be utilised to create a range of combinations for conferences, exhibitions, workshops, catering areas and entertainment.

Laugardalshöll contains a 200 square meters of press room, a television studio, 16 commentator boxes and 130 square meters of working space for journalists. There is a photography room, and separate section for photographers on the stand, and a press conference room with place for 96 people. All the press facilities are in hall one. There are similar facilities in hall two, allowing a television team from the opposing nation to make a double production. They can film and send with advertisements from the other side of the stadium and thus increase advertisement income.

Key features:

- 2 Halls
- 17 Courts
- Good training facilities
- Wi Fi
- Free Parking
- Business Support Facilities

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- 2 Halls
- 17 Courts
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Archery	60 participants	International Archery Federation (FITA) Íþróttasamband Fatlaðra (ÍFR)
ÍFR Hátúni	Categories and Divisions	s
Reykjavík	Men Women	

Badminton	700 participants	Badminton World Federation (BWF) Badmintonráð Reykjavíkur (BRR)	
TBR Laugardalur	Categories and Divisi	ons	
Reykjavík	Women-Men Doubles Women-Men Singles Mixed Doubles Categories: A+, A-, B+	- B- C+ and C-	

Basketball	300 participants	International Basketball Federation (FIBA) Körfuknattleiksráð Reykjavíkur (KKRR)
Laugardalshöll Laugardalur Reykjavík	Categories and Divisions Men Women Mixed Individuals can sign up	

Beach Volley- ball	100 participants	European Volleyball Federation (EVF) Styrmir Sport Club
Laugardalur Laugardalur Reykjavík	Categories and Divisions Men Women Mixed Individuals can sign up	



Boccia	150 participants	Cerebral Palsy International International sports and rec- reational association (CPISRA) Íþróttafélag Fatlaðra Reykjavík (ÍFR)
ÍFR Hátún 14 Reykjavík	propel a ball into play. BC fore each shot BC2 - Players with Cerebr ball into play and have gre BC3 - Players with Cerebr four limbs who are unable use an assistive device suc assistant ('ramper') BC4 - Players who do not dysfunction in all four limb	

Bowling	100 participants	World Tenpin Bowling Association (WTBA) Keilusamband Íslands (KLÍ)
Keiluhöllin Öskjuhlíð Reykjavík	Categories and Divisi Singles Women Singles Men Doubles Women Trios Women Trios Men Mixed	Men A 200 and above B 199 - 185 C 184 - 170 D 169 - 150 E 149 and under Women A 190 and above B 189 - 175 C 174 - 160 D 159 - 140 E 139 and under



Bridge	150 participants	World Bridge Federation (WBF) Bridgefélag Reykjavíkur (BR)
Laugardalshöll Laugardalur Reykjavík	you are playing regularly)	yourself as either: player ('Club' does not refer to the club suit, but to the fact that

Chess	250 participants	World Chess Federation (FIDA) Taflfélag Reykjavíkur (TR)
Laugardalshöll Laugardalur Reykjavík	Categories and Divisions Women/Men - Competitio Women/Men Recreational	n

Cross-Fit	300 participants	CrossFit Reykjavik (CFRVK)	
CrossFit Rey- kjavík Skeifan 8 Reykjavík	Categories and Divisions All Categories Men Women		

Cycling	300 participants	Hjólreiðafélag Reykjavíkur (HFR)
Heiðmörk Reykjavík	Categories and Divisions	
	Men Road Race Women Road Race	



Dancing Same Sex	250 participants	European Same Sex Dancing Association (ESSDA) Dansíþróttasamband Íslands (DSÍ)
Laugardalshöll Laugardalur	Categories and Divisi	ions
Reykjavík	Level A: Participants with extensive competitive experience Level B: Participants with some competitive experience Level C: Recreational level participants Level D: Beginners (little experience) Starters: NO experience – social dancers	

Diving	50 participants	Federation Internationale de Natation (FINA) Sundsamband Íslands (SSÍ)
Sundhöll Reykjavíkur Barónsstíg Reykjavík	Categories and Divis For each competition depending on participation	(1m, 3m), there will be 2 divisions (Men and Women) age groups

Fencing	60 participants	Federation Internationale d'Escrime (FIE) Skylmingasamband Íslands (SKY)
Laugardalsvöl- lur Laugardalur Reykjavík	1 1	ns (foil, epee and sabre), with eventually categories according to adding on the number of participants

Field Hockey	200 participants	International Hockey Federation (FIH) Styrmir Sport Club
Þróttaravöllur Laugardalur	Categories and Divisions	
Reykjavík	Men: Teams consist out of minimum 13 and maximum 15 players (incl. 1 goalie) Women: Teams consist out of minimum 13 and maximum 15 players (incl. 1 goalie) Individuals can sign up	



Flamingo	200 participants	National Theatre Association (LSÍ) Styrmir Sport Club
Laugardalslaug Laugardalur Reykjavík	choreography, and use of	5 minutes and will be judged on overall creativity, costumes, f the pool. Points will be lost for being over the 5 minute time ren for the following: Overall creativity Costumes Choreography

Golf (Midnight)	250 participants	Icelandic Golf Federation (GSÍ) Golfsamband Íslands (GSÍ)	
Korpa Reykjavík	Categories and Division	ns	
5.5	A: Men: 0 - 18,4 handica	ap	
	Women: 0 - 12,4 handicap		
	B: Men: 18,5 - 28,4 handicap		
	Women: 12,5 - 18,4 h	handicap	
	C: Men: 28,5 - 36 handie	cap	
	Women: 18,5 - 28,4 h	handicap	
	D: Men: 36,1 - 45 handi	1	
	Women: 28,5 - 45 ha	-	

Handball	350 participants	International Handball Federation (IHF) Handknattleiksráð Reykjavíkur (HKRR)
Fram Safamýri	Categories and Divisi	ions
Reykjavík	Men Women Mixed	
	Individuals can sign up	0

Ice hockey	80 Participants	International Ice hockey Federation (IIF) Skautafélag Reykjavíkur (SR)
Skautahöllin Laugardalur Reykjavík	mum of 11 players per tea Women: On a full-sized ic	nk matches of 32 minutes' duration will be played, with a mini- m (including goal keeper and reserve players) er rink matches of 32 minutes' duration will be played, with a r team (including goal keeper and reserve players)



Karate	100 Participants	World Karate Federation (WKF) Karate Félag Reykjavíkur (KFR)
Háaleitisskóli Reykjavík	Categories and Divisions Men Women	

Marathon	2000 Participants	International Association of Athletics Federation (IAAF) Íþróttabandalag Reykjavíkur (ÍBR)
Thingvellir (World heritage Site) Laugardalur Reykjavík		s e following age categories: 14, 45-49, etc. by 5-year increments

Rowing	100 Participants	International Rowing Federation (FISA) Styrmir Sport Club
Hafravatn Reykjavík	Categories and Divisio Men's Women Mixed Individuals can sign up	

Soccer – Foot- ball	400 Participants	Federation Internationale de Football Association (FIFA) Knattspyrnusamband Íslands (KSÍ)
Laugardals- völlur Laugardalur Reykjavík	Categories and Division Men Women Mixed 11 against 11 with 7 res	serve players per team.
	Individuals can sign up	



SPORT

Swimming	1000 Participants	Federation Internationale de Natation (FINA) Sundsamband Íslands (SSÍ)			
Laugardalslaug Laugardalur Reykjavík	Categories and Division 50m breaststroke 100m breaststroke 200m breaststroke 50m butterfly 100m butterfly 200m butterfly 50m backstroke 100m backstroke 200m backstroke 50m freestyle 100m freestyle	200m freestyle 400m freestyle 800m freestyle 1500m freestyle 200m individual medley 400m individual medley 4 x 50m medley relay 4 x 100m medley relay 4 x 50m freestyle relay 4 x 100m freestyle relay			
	The following age groups are considered: 20 - 24, 25 - 29, 30 - 34, 35 - 39, 40 - 44, 45 - 49, 50 - 54, 55 - 59, 60 - 64, 65 - 69, 70-74				

Synchronised Swimming	50 Participants	Federation Internationale de Natation (FINA) Gay and Lesbian Aquatics (IGLA)
Sundhöll Rey- kjavíkur Barónsstíg Reykjavík	Categories and Divisions Solo Duo Trio Teams of 4 to 10 members	

Table Tennis	250 Participants	International Table Tennis Federation (ITTF) Tennis og Badmintonfélag Reykjavíkur (TBR)
TBR Laugardalur Reykjavík	Categories and Divisions Single (men/women) Double (men/women) Mixed double	



SPORT

Tennis	120 Participants	International Tennis Federation (ITF) Tennissamband Íslands (TSÍ)
Víkin Fossvogi Reykjavík	Categories and Divisions Single (men/women) Double (men/women) Mixed double	

Track & Field	430 ParticipantsInternational Association of Athletics Federation (IAAF) Frjálsíþróttasamband Íslands (FRÍ)					
Laugardals- völlur Laugardalur Reykjavík	3.000 m hurdles, 5.000 n Jumping: Long jump, hi Throwing: discus, spear Women heptathlon, mer	, 400 m, 800 m, 1.500 m, 100/110 m hurdles, 400 m hurdles, m race walk, 4 x 100 m relay, 4 x 200 m relay, 4 x 400 m relay gh jump, triple jump, pole-vaulting throwing, shot put, hammer throw n decathlon e divided into separate groups with an age interval of 10 years: 18-				

Triathlon	400 Participants	International Triathlon Union (ITU) Styrmir Sport Club	
Laugardalur Laugardalur Reykjavík	Categories and Assign	nment	
5.5	Women.		
	Following age groups:	18-29, 30-39, 40-49 and 50+.	

Volleyball	750 Participants	International Volleyball Federation (FIVB) Blaksamband Íslands (BSÍ)
Laugardalshöll Laugardalur Reykjavík	Categories and Divisions Men Women	
	Individuals can sign up	

LaugardalslaugCategories and DivisionsLaugardalurMenReykjavíkWomenMixed	Water-Polo	150 Participants	Federation Internationale Natation (FINA) Sundsamband Íslands (SSÍ)
Individuals can sign up.	Laugardalur	Men Women Mixed	





HUMAN RIGHTS

Human rights are protected by the Icelandic constitution, as well as numerous human rights conventions and declarations Iceland is a party to. These international conventions and the clauses in the constitution pertaining to human rights are used as the foundation for the City of Reykjavik's human rights policy.

This policy is based on the principle of equality and aims to allow all persons to enjoy their human rights regardless of origin, nationality, skin colour, religious and political beliefs, sex, sexual orientation, age, financial situation, heritage, disability, state of health or any other status.

One of the policy's eleven chapters is dedicated to sexual orientation. There it is clearly stated that everybody has a right to active participation in the Reykjavík community and to fair and just treatment, regardless of their sexual orientation. Each and everybody's contribution is to be judged on its own merits without regard to the sexual orientation of the person in question.

In order to emphasise the historical significance and universal importance of The Yogyakarta Principles we are proposing to use them as a central theme or framework for our conference.

The Yogyakarta Principles are a set of 29 principles on the application of international human rights law in relation to LGBTQI people. They were outlined in Yogyakarta in Indonesia in 2006, by a distinguished group of international human rights experts who presented them in eight chapters or categories covering all aspects of life.

In order to create a clear and easily understood message, we have given each of these eight categories their own colour. The eight colours are those of the original rainbow flag designed by Gilbert Baker in 1978 – which has long become one of the most celebrated symbols of our LGBTQI movement.

Harpa



Harpa has recently been chosen the best conference hall for the MICE market in Northern Europe. Harpa will be the main venue for the Human Rights Conference







LOCAL PARTNERS

Government Bodies: Ministry for Foreign Affairs, Ministry of Welfare, Ministry of Education, Science and Culture, Ministry of the Interior, Ministry of Industries and Innovation

City of Reykjavík: Human Rights Centre of Reykjavik

LGBTQI Community: , National Queer Association Working Group on LGBTIQ Feminism, National Queer Association Youth Movement, Trans Ísland, HIV Ísland, Reykjavík Gay Pride, Styrmir, LGBTQI Parents, FAS – Parents and Relatives of Lesbians and Gays, HLDI – The Association of Deaf Lesbians and Gays, HIN – LGBTI North, Q – The Queer Student Association at the University of Iceland

Other NGOs: Icelandic Human Rights Centre, Amnesty International Iceland

Education & Research: Centre for Research on Diversity and Gender at the University of Iceland, Centre for Women's and Gender Research at the University of Iceland, EDDA Centre of Excellence, GEST Programme – The Gender Equality Studies and Training Programme, Institute of International Affairs at the University of Iceland, The University of Iceland's Law Institute

International Partners: ILGA, ILGA Europe, InterPride, UN Women, UNESCO





REYKJAVÍK INTERNATIONAL CONFERENCE ON THE HUMAN RIGHTS OF LGBTQI PEOPLE

Rights to Universal Enjoyment of Human Rights, Non-Discrimination and Recognition before the Law

Keynote speaker topics:

- The Right to Universal Enjoyment of Human Rights
- The Right to Non-Discrimination
- The Right to Recognition before the law

Possible Workshops

Legal Gender Recognition | Equality & Non-Discrimination | Diversity | Age of Consent

Rights to Human and Personal Security

Keynote speaker topics:

- The Right to Life
- The Right to Security of the Person
- The Right to Privacy
- The Right to Freedom from Arbitrary Deprivation of Liberty
- The Right to a Fair Trial
- The Right to Treatment with Humanity while in Detention
- The Right to Freedom from Torture and Cruel, Inhuman or Degrading Treatment or Punishment
- The Right to Protection from All Forms of Exploitation, Sale and Trafficking of Human Beings

Possible Workshops

Criminalisation and Death Penalty | Legal Protection | Bias motivated violence | Police and Law Enforcement





Economic, Social and Cultural Rights

Keynote speaker topics:

- The Right to Work
- The Right to Social Security And to Other Social Protection Measures
- The Right to an Adequate Standard of Living
- The Right to Adequate Housing
- The Right to Education
- The Right to Highest Attainable Standard of Health
- The Right to Protection from Medical Abuses

Possible Workshops

Aging & Health | Business | Employment | Education | Social security & social protection | Access to goods and services | Sexual and reproductive rights | Urban Realities | Rural Realities | Development Co-operation & Human Rights

Rights to Expression, Opinion and Association

Keynote speaker topics:

- The Right to Freedom of Opinion and Expression
- The Right to Freedom of Peaceful Assembly and Association
- The Right to Freedom of Thought, Conscience and Religion

Possible Workshops

Bias Motivated Speech | Media | History | Sexuality, Pleasure & Body Politics | Psychology & Spirituality | Public opinion | Data Collection | Pride |





Freedom of Movement and Asylum

Keynote speaker topics:

- The Right to Freedom of Movement
- The Right to seek Asylum

Possible Workshops

Asylum | Travel |

Rights of Participation in Cultural and Family Life

Keynote speaker topics:

- The Right to Found a Family
- The Right to participate in Public Life
- The Right to participate in Cultural Life

Possible workshops Family & Relationship | Sports | Culture | Foreign Policy | Participation in Public/Political Life |





Rights of Human Rights Defenders

Keynote speaker topics:

• The Right to Promote Human Rights

Possible Workshops

Advocacy – Best Practices | Protecting Human Rights Defenders | Operating in Hostile Environments

Rights of Redress and Accountability

Keynote speaker topics:

- The Right to Effective Remedies and Redress •
- Accountability •

Possible Workshops

Remedies & Redress – Procedures, enforcement and implementation | Seeking Remedies & Redress | Training & Awareness-raising Programs | Accountability of Perpetrators | Monitoring of Laws and Policies





HARPA - HUMAN RIGHTS CONFERENCE VENUE

Harpa is a newly built gem in the heart of Reykjavík, Iceland. Within its walls are outstanding facilities for conventions with accompanying trade shows, conferences, meetings and cultural events such as concerts. Harpa's striking facade draws its inspiration from crystallised basalt columns



commonly found in Icelandic nature and was designed by Olafur Eliasson a renowned artist, Henning Larsen Architects and Batteríið Architects. Harpa has the relaxed and intimate atmosphere that one gets in a small town combined with state of the art technology in all areas of functions within the building. Four main halls and several meeting rooms offer some of the most technologically advanced equipment available. In addition to that Harpa has spacious areas that can be used for a variety of happenings.

"In a nutshell Harpa is a 31,000 square-meters beautiful venue located in Reykjavik's harbour with stunning views suitable to accommodate everything from large conventions, concerts and exhibitions to smaller banquets and meetings"

Harpa was designed to use mostly natural light through the glass facade which covers three of the four sides resulting in significant reduction in power consumption. Harpa also follow strict recycling standards and use environmentally friendly cleaning materials. Responsible conferenceorganizers who want to do their part to build a sustainable world need to consider the kind of energy sources that will be used to power their event. For them Iceland offers unique energy-sustainability.

Among the international conferences that have been held in Harpa are EU-WIN 2011, EABCT 2011 and You are in Control as well as Eve Online Fanfest 2012.

Venue type	Conference centre
	Concert hall
	Exhibition
Total Space	3645 m2
Meeting Rooms	14
Largest Meeting	1008 m2
Room	

Harpa has received numerous international awards. Including:

- The best Conference Venue in Northern Europe award for the Annual MICE Report Awards 2012
- The Civic Trust Awards 2011
- World Architecture Award in 2011.
- Best new public space awards in 2011

Highlights

 Since opening its doors in May 2011 Harpa Concert Hall and Conference Centre is believed to be the most eco-friendly conference center in the world.





HARPA - HALLS AND ROOMS



ELDBORG

Eldborg is HARPA's largest hall capable of seating up to 1,600 guests. The name Eldborg which translates from Icelandic as "Fire Castle" has a stunning red décor suitable for a hall that got its name from one of Iceland's most recognised volcanic crater. The hall is well suited for international conferences and lectures with state of the art sound



SILFURBERG

Silfurberg, can accommodate up to 750 seated guests. The stage is movable and expandable. The hall can be divided into two parts with a soundproofed retractable partition. The hall is specially designed as a conference hall and features the best available technological equipment. The acoustics are adapted to the spoken word and are configurable.



KALDALÓN

Kaldalón, the smallest hall in the building, is well suited for all types lectures, conferences and meetings. The stage is movable, and the floor can also be used as a stage for lecturers. The seats are stationary, and the floor slopes down to the stage. The hall can accommodate 195 seated guests. The reverberation time in the hall can be changed, thus making it adaptable for various types of events.



NORÐURLJÓS

Norðurljós is a spacious hall that offers various possibilities for conferences, receptions, and other events. Norðurljós can accommodate 450 seated guests or 750 standing guests. The hall is equipped with custom-designed lighting equipment that can be configured in a number of coloured themes, creating the most suitable atmosphere. There are balconies all around the perimeter of the hall, and the stage is movable.

Highlights

- Main hall: size 1,008 m²
- Stage measurements 22 m x17m
- Fixed seats and sloping floor
- Interpreters' booths

Highlights

- size 735 m²
- Movable seating, some retractable
- Control booths at both ends of the hall
- Floor outlets for computers, electricity, water, and drainage

Highlights

- size 198 m²
- Sloping floor and fixed seats with collapsible writing tables
- Configurable reverberation time
- Floor outlets for computers and electricity

Highlights

- Size 540 m²
- Movable seating on the floor and balconies
- Configurable reverberation time
- Floor outlets for computers and electricity





INTERNATIONAL CITY OF CULTURE

Reykjavik City is a meeting-place of many different trends and influences. The cultural life is characterised by the atmosphere of a cosmopolitan city, along with Icelandic cultural uniqueness.

In 2011 Reykjavík was awarded with the IFEA - World Festival and Event City Award. Reykjavík is home to roughly 30 festivals that attract both artists and visitors from abroad. Those festivals cover a wide spectrum that includes everything from tango, to a celebration of the Icelandic Horse, from fashion and industrial 3-D design to cutting edge theatre events.

The two biggest festivals, drawing between 80-120 thousand visitors each, with up to 500 events, are Reykjavík Cultural Night and Gay Pride. For the WOG those two parties: VisitReykjavík – Festival and Event Office and the Gay Pride organizations, will join forces and together create what will become the biggest and most spectacular festival Iceland has ever seen.

CELEBRATING CULTURE

Reykjavik is a young and energetic city. It can not boast of historically known and renowned cultural institutions like other western capital cities. This lack of cultural history, canons and institutions however creates a valuable space not only to look and act pass the cultural restrains of the past and its dividing norms and values but to be progressive and influence the future.

Being free, flexible and open to change, Reykjavík has grown to become a very creative and lively city with vibrant and dynamic cultural life which blossoms all year round. The cultural life of the city lies at the core of the city's self-image but Reykjavík has established itself as an unique place which attracts talent, experience and expertise in the arts and is characterised by a vibrant, exciting environment were everything is possible.

NORDIC HOUSE

The Nordic House in Reykjavík is a knowledge and cultural institution operated by the Nordic Council of Ministers. It stimulates and strengthens the links between the Nordic countries and the world. .

ICELANDIC NATIONAL MUSEUM

At the National Museum the present meets the past. It ask who we are, where we are going and what we want to represent. What can we learn from past.

NATIONAL GALLERY OF ICELAND

The museum owns the most valuable collection of works by Icelandic artists in the country. The collection also includes an impressive array of works by internationally renowned artists such as, Pablo Picasso, Edward Munch, Karel Appel, Hans Hartung, Victor Vasarely and Richard Serra.

ICELANDIC NATIONAL THEATRE

The NTI performs around thirty productions each season, comprising a varied repertoire of new Icelandic works, new foreign works, Icelandic and foreign classics, musicals, dance pieces and children's productions.





THE CULTURAL BODY

Like for Reykjavik Cultural Night, activities in Reykjavík during the WOG will spring from the initiative and creativity of its residents and visitors which all make their own contribution. The activities will be powered by a multitude of driving individuals, energetic voluntary organisations, thriving grassroots, art institutions of various kinds and collaboration among them all.

Those cultural bodies in the city form a strong unit, performing diverse functions, each in its own field. The Cultural experience during the WOG will therefore not be a one-off event, but become an all-round experience that takes people beyond the boundaries of the everyday.

At the heart of this cultural cluster lies the Festival and Event Office of Reykjavík City that will coordinate the cultural program of the WOG, produce and publish the marketing material, act as contact to all other city departments as well as giving free advice to other the event organizers.

Entrance fee will not be charged for the majority of the organized WOG events. A symbolic entrance fee will be charged to events of the Iceland Art Festival, to the Queer Film Festival and the shows at the National Theatre.

REYKJAVÍK ART FESTIVAL

The Festival's purpose is to promote Icelandic and international culture in all fields of art. The programs offer a range of concerts, theatre performances, exhibitions, dance and opera.

ART WITHOUT BOUNDARIES

Promoting and facilitating the art of people with and without disabilities. This festival increases understanding beyond borders and boundaries, contributing to the greater good for the whole world.

REYKJAVÍK CITY MUSEUM

A hall and a fragment, found dating before 871 AD, are now preserved at their original location as the focal point of an exhibition about life in Viking Age Reykjavík.



ART PROGRAM

The Nordic House – Pop up museum

The new queer history. Video logbooks with stories from the visitors of WOG 2017 in Reykjavík.

National Centre for Cultural Heritage

From the gutter to government – Gay history walk. Learn about the gay culture and the struggle for human rights dating back to the 19th century. Nightlife, politics, literature and music - all connected with the existence of LGBT people in Reykjavík.

Bio Paradis Cinema

The Queer film festival. Films on and by LGBTQI's, from Iceland and countries on the periphery.

Reykjavík Museum of Photography Pride in Pictures 1978–2017. Opening of a photo exhibition.

National Gallery of Iceland

Bringing Out the Past – Documents exhibited by the Reykjavík Municipal Archives.

National Theatre of Iceland

Viggó and Víóletta, the queer musical. Pörupiltar, a drag king stand-up. Readings on play's by young and upcoming LGBTQI theatre writers. Queer ballet boys. A journey into Jean Genet's world. Waiting for Godot – in drag.

The Living Art Museum

Performances, happenings and installations by queer artists.

Harpa Concert and Conference Hall

A Queer Broadway Songbook, songs by various composers. Queer Choir Festival. Classical Pride. Music by LGBTQI composers through the ages.

Icelandic Penis Museum

Is a man his penis? A Personal Penis Philosophy Talking.





ART PROGRAM

Reykjavík City Hall

Icelandic Queer Design Exhibition.

Reykjavik Art Festival

Happening in May/June, the festival will in the year 2017 be dedicated to LGBTQI artists.

Art Without Boundaries

Happening in May/June, the festival will in the year 2017 be dedicated to disabled LGBTQI artists.

Reykjavík Art Museum – Kjarvalstaðir

Graphic workshop for the whole rainbow family in collaboration with the Icelandic Printmakers' Association. Cross-Cultural workshop through the Museum Belt.

Rainbow Family Festival with Frisbee-golf at Klambratún Park.

Reykjavík UNESCO City of Literature – dedicated to LGBTQI literature

The City of Reykjavik, Iceland, has been designated as UNESCO City of Literature. Reykjavik is one of five cities in the world that has been given the status of a UNESCO city of Literature and the only city which first language is not English. Reykjavik World Outgames will work in close relationship with Reykjavik UNESCO City of Literature that 2017 will be dedicated to gay literature.

Reykjavík City Library

Queer Literary Walk through the centre of Reykjavík.

National Museum of Iceland

Opening of an art exhibition of drawings from books by queer artists.

Reykjavík City Museum

Iceland's first gay lovers – analysis on the heroes of the Saga's, Iceland's medieval canon.

Reykjavík Art Museum – Hafnarhús

Discussions, readings, laughter and maybe some crying on contemporary LGBTQI literature.

Reykjavík Swimming Pools – Hot Pots Queer Poetry Readings

Reykjavík City Hall – Safe haven

As a part of the International Cities of Refuge Network, Reykjavík City will invite a LGTBQI writer in exile from the middle east or Africa a save haven to write and voice his writings during the WOG 2017.



CULTURAL PROGRAM

Hljómskálagarður Park

Rainbow Family Festival, baroque and festivity fun.

Túngata Park

Visit the "hidden people" (often referred to as elves) living in the enormous rock for some of them are gay. But be careful not to piss them off or they might take revenge.

Reykjavík Zoo and Family Park

Did you know animals can be queer to? Take a ride on an Icelandic Pony and learn about its being.

Ylströndin – Geothermal beach in Nauthólsvík

Enjoy the day with your rainbow family on the beach during the day or go for ta romantic swim with your lover at midnight when the sun is licking the horizon.

Rainbowmess

Hallgrímskirkja church invites all LGBTQI to an mess to celebrate Christianity with a lesbian priest.

Reykjavík Old Harbour

Take a Queer Cruise off the coast of Reykjavík.

Viðey Island

Live acoustic music and rainbow coloured bonfire does bring up lovely feelings.

Dykes on bikes

Take a bike tour along the west coast of Reykjavík and explore the Gróttuviti Light House on Grótta island.

Coffee and "with it"

LGBTQI's in Iceland open up their homes and invite you for a coffee and Icelandic pancakes with a lot and a lot of whipped cream!

Höfði – Cultural House

Would you like to meet Marlene Dietrich, Nijinsky and other queer idols in person? This will perhaps be your change? Psychic gathering, tarot, aura readings and healing sessions.

Sweat lodge

Enjoy a traditional Native American swat lodge ceremony in the beautiful in Elliðarárdalur Valley, midst in Reykjavík City. An awesome and enlighting experience and all in nude.



CULTURAL PROGRAM

Yoga

Midnight Sun Yoga in Hljómskálagarður Park Nude and Very Hot Yoga at Reykjavík Spa

Reykjavík Academy

Approaching the queer through anthropology, ethnology, history, feminism, political science and theology. Debate with independent scholars at the interdisciplinary research centre.

Queer graffiti

A peak in to the gritty, sexual, honest and very queer side of street art at Hjartagarður – the Love park.

A QUEER NIGHT OUT AT THE OUTGAMES VILLAGE

Leather Festival Queer Dance Nights Furry Bears Nights Pride Dance Nights Pink Party Nights Speed-friending Men only Night Queer Fun With a Twist Boys' Dance Pride Lunch Beat Box Square Girls' Dance Women's Only Nights Queers and Old Dears





ARE YOU IN FOR A TREAT - ICELANDIC RECREATIONAL SPORT FOR ALL

Mýrarbolti - Swamp soccer

Come and get down and dirty in mud up to your knees. Watch or sign up for this extremely fun sport to play. With nipple twisting, hair pulling and even groin grabbing, in Mýrarbolti almost everything is allowed and it is even fun to get your fair share of penalty cards. Yellow card: for mild infractions, you get a sweet verbal warning. Pink card: for mildly hurting another player, you must kiss their boo-boo. Black card: for something mildly worse, you must put a black sack, which is usually wet and muddy, over your head for two minutes.

Glíma

Try the Icelandic national style of folk wrestling. The code of glima calls for fairness, respect for and caring about one's partner. The rules: The opponents must always stand erect, they must step clockwise around each other (like in a waltz) and they may not fall down or push each other down in a forceful manner. At all times the opponents should to look across each other's shoulders for it is considered proper to wrestle by touch and feel rather than sight.

Esja Hiking

Mt. Esja watches over Reykjavík like a guardian angel. The mountain offers a stunning panoramic view of the entire capital area and is very popular for easy family hiking. Within short reach of the capital city, Esja is easily accessible by public transport. The best known hiking paths lead to the summits Pverfellshorn (780 m). The path is divided into sections marked with signs along the way with indication of the difficulty of the path ahead. Please: Don't forget to sign the guestbook at the peak. The elves get very upset if you do.

North-Atlantic Sea Swimming

Forget hot springs and hot tubs—it's time to highlight a slightly more daunting Icelandic activity. Sea swimming has always coincided with the culture of the Icelandic nation. The oldest known sea swimming feat in the world was performed in 1030, when Grettir Ásmundarson (Icelandic Saga legend) swam 7 km, in 10 degrees warm sea over to Drangey island in the north of Iceland. Why splashing around in the freezing North Atlantic? Well it's an amazing experience and very refreshing for both body and soul and the facilities in Nauthólsvík (the artificial thermal beach) bring access to showers and a hot tub afterwards.

"Horse around" Reykjavík

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The Icelandic Horse is truly a horse for everyone with generations of people enjoying it together for pleasure riding. The Icelandic Horse is one of the oldest breeds in the world, brought to Iceland by the Vikings who settled the country. The horse holds a special place in the mind of the Icelandic folk, raised in a wild herd in wide open spaces, learning to be courageous, respectful and independent. It can be seen in art and literature all through Iceland's history with 40 different colours and over 100 variations. Unlike any other breed, the Icelandic Horse masters five gaits, among them the magical smooth tölt making it possible for riders to toast each others on the run with a glass of beer.





SOLIDARITY AND EQUALITY

The City of Reykjavík Human Rights Policy is honoured in all the city administration's cultural activities. For the WOG in Reykjavík 2017 this is of major importance for all activities will be characterised by diversity, liberality and respect.

During the WOG cultural activities in the city will be open for all, so that each individual can have their share in the cultural life, and can participate on his/ her own terms. Culture and art events organized will also encourage broad participation and conduct a sense of solidarity and a constructive curiosity about the life and culture of others.

A key factor here is collaboration, i.e. that people from different cultures, art forms and generations will be encouraged to come together, share their experiences and provide insight into each others' lives. It is important to be on the alert for opportunities of this nature and to make use of them in the Interest of the community, which is based upon reciprocal understanding, respect and equality.

Get married at the Outgames!

Pink Iceland have teamed up with the Reykjavík Outgames Committee to encourage guests from around the world to get married during their stay in Iceland.

Same sex marriage has been legal in Iceland since June 27, 2010. The bill providing a gender-neutral marriage definition was passed by the parliament with all present members in favor and very positive public opinion. The first couple to get married was Iceland's Prime Minister Jóhanna Sigurðardóttir and her partner Jónína Leósdóttir.

Ceremonies can be arranged by a waterfall, in a cave, in a forest, on lava, on a small island, a geothermal area, in a field, a barn, by the sea, in the amazing Harpa Concert Hall, up a mountain, by a lake, on a boat, in a helicopter, in a church or a nordic mythology temple.

REYKJAVÍK ART MUSEUM

Reykjavík Art Museum is a worldclass venue for the visual arts committed to serving diverse audiences purposefully. It highlights major trends and currents in contemporary art, and makes it possible for museum guests to keep abreast of progressive Icelandic and international art.

REYKJAVÍK MUSEUM OF PHOTOGRAPHY

It exhibits both historical and contemporary photography in artistic- social- and cultural context. With a great diversity of collection themes.

THE LIVING ART MUSEUM

The Living Art museum was founded as a non-political institution, but with a pronounced engagement in issues concerning society and cultural politics.

ICELANDIC PENIS MUSEUM

The Museum contains a collection of more than two hundred and fifteen penises and penile parts belonging to almost all the land and sea mammals that can be found in Iceland.





OPENING CEREMONY

The opening event could be described as a mixture of what was done at the Copenhagen Outgames in 2009 and the Cologne Gay Games in 2010. As in Cologne we are proposing a stadium ceremony, but as in Copenhagen we would like the participants to remain on the stadium floor by the stage and participate in the ceremony from the spot they walked to in the procession of nations.

The Icelandic National Stadium seats 10.000 people and our aim is to fill every seat with a mix of international and local supporters of the games and its participants. The stadium floor will be packed with 10.000 contestants taking part in the festivities.

We are planning a circular stage in the middle of the stadium with four pathways leading up to it from each direction, splitting the stadium floor into four quadrants. Large LED screens will be used to project the action from the stage to those sitting in the stadium.

The procession of nations will lead all the athletes to the stage where they will enjoy a few seconds of glory as they are cheered on by supporters before heading into one of the four quadrants where they will take their place and view and cheer the rest of the athletes filling the stadium.

Once all the athletes have entered the field the necessary short speeches will take place. The games will officially be declared open through a live feed from the National Park Thingvellir, were the first Two Continent Marathon will be launched as a symbol of democracy and human rights across borders. Thingvellir is set on the tectonic plate boundaries of the Mid-Atlantic Ridge, between east and west, it is a beautiful UNESCO Heritage side and the home of the oldest democratic parliamentary institution in the world.

After we have seen the runners starting the race on screen, Björk will appear on stage and open with her hit: All is full of Love followed by a few of fan favourites including: Venus as a boy, Human behaviour, Hyperballad, Hunter, Pagan Poetry and Declare Independence.











OPENING CEREMONY

The opening ceremony will conclude with a fantastical music number from the critically acclaimed, world famous Icelandic band Sigurrós who will play a medley of their greatest hits. We are currently in talks with world renowned theatre group Vesturport, recipients of the European Theatre Prize for its outstanding body of work, to produce a visual collage of Icelandic history and culture during Sigurrós's performance. Vesturport, best known for their acrobatic version of Romeo and Juliet, will interpret the country's rich history and cultural legacy through dance, staging, acrobatics, voice, narration and singing fused with Sigurrós's performance. The climax will be reached with a huge fireworks show over the stadium in rainbow colours.

The opening ceremony will be filmed by a professional multi-camera crew from Sagafilm, Iceland's biggest production company. The ceremony will be streamed live to the world via the Inspired by Iceland website as well as being broadcast by the State Television, reaching every household in Iceland.











CLOSING CEREMONY

We are proposing an innovative and fresh approach to the Closing Ceremony of the World Outgames in 2017. By building on the experience of two of Iceland's biggest public celebrations: Gay Pride and Reykjavík Culture Night and the hugely successful Iceland Airwaves music festival we propose a fully inclusive and open to all closing night celebration taking over the entire downtown are of Reykjavik!

The closing celebrations would start with a parade of nations, a sort of mini pride parade where we would encourage each country to prepare a group act. This would not have to be complicated, some might want to do a little dance number, others might showcase their athletic talent, while others will choose to dress up or hold up placards calling for equal rights or reminding people that we still have some way to go to reach full equality. The parade, which should take about 90 minutes will end by an outdoor stage at Arnarhóll where various domestic and international performers will showcase their talent for contestants and the general public which will come out in force to join in the festivities and show their support. The concert will go on well into the evening reaching its climax with a popular internationally known entertainer.

Arnarhóll is a beautiful hill located in between Harpa Concert Hall, The Government Offices and Lækjartorg square, were the main shopping street Laugarvegur begins. Arnarhóll has been the main location for many big outdoor concerts and other events such as National Day, Gay Pride, Reykjavik Culture Night and others. Arnarhóll has a capacity of about 40-50.000 people.

The party will continue well into the night in the many clubs and bars in the downtown area, which as has been previously addressed, will be a part of the gay village we're creating in Reykjavík for the duration of the Outgames. We will work with local artists and venues alike to build an exciting program of music, dancing and entertainment at dozens of locations, catering to all tastes.

An important thing to keep in mind is the experience the organizers have of staging events of this scale. Gay Pride and Reykjavík Culture Night draw anywhere between 80.000 and 120.000 people to downtown Reykjavík and we are confident we can create an absolutely unforgettable closing ceremony for all involved!

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MARKETING AND COMMUNICATION

The bid for the World Outgames 2017 is prepared and organized by the City of Reykjavik. Visit Reykjavik is a part of Reykjavik City and is a point of contact for tourism, marketing, information and events in Reykjavík, the capital city of Iceland. Visit Reykjavik operates a Facebook fan page http:// www.facebook.com/visitreykjavik with over 9.300 fans. Visit Reykjavik also operates a Twitter feed with 1.409 followers - https://twitter.com/#!/visitreykjavik. Meet in Reykjavík also runs a thorough information gateway on Reykjavík where you can find detailed amount of information regarding accommodations, venues, etc. www.meetinreykjavik.is

We believe that the above pages shows our capability in operating and maintaining a credible and marketable social media site. We have a dedicated person within Visit Reykjavik that solely runs the content on Visit Reykjavik's web site and associated social media sites.

A part of the project team regarding the World Outgames 2017 is Promote Iceland – http:// www.promoteiceland.is In the aftermath of the volcanic eruption in Eyjafjallajökull glacier and the ash clouds that followed came a wave of cancellations across all sectors of the tourism industry and what looked to be a catastrophic summer for tourism in Iceland was coming up. These challenges and the actions taken by Promote Iceland, the Icelandic government, the city of Reykjavík and about 80 tourismrelated companies resulted in the incredibly successful "Inspired by Iceland" marketing campaign. The campaign included for example an Iceland Hour where 1/3 of the Iceland's population participated in telling people that there has never been a better time to visit and many of them offered the people coming to Iceland to participate in local customs like attending a Christmas- or a new-years party with the family itself!

In 2011 the "Inspired by Iceland" campaign were awarded the prestigious Effie awards which are presented for the advertising campaigns which bring the best results. In other words which bring the most return on investment. Inspired by Iceland won its gold prize in the social media category and is therefore the European advertising campaign which made the most through social media in 2011. The main thrust of the Inspired by Iceland campaign was to present foreigners with information on Iceland and how beautiful and accessible the country is, using things like Facebook, Twitter and blogs as much as possible. The campaign achieved its goals so well, according to the 20-person Effie judging panel, that it was also awarded another special prize called the Grand Prix.





MARKETING AND COMMUNICATION World Outgames 2017 Web Page

On the 1st of September 2013 we would open up a webpage for the games. On this page would be all information relating to each sporting event, the dates of the events, the prices for the events, etc. It would also be updated regularly with news from the organising committee as things progress further toward the games. All information regarding the Human Rights program, cultural events, fun things to do, partners, communications and information about Reykjavik in general would be accessible through this portal. We would be happy to show you if things go further how we would see the layout of the page, the content of it, marketing strategy etc.



Social media

In January 2013 a Facebook page was founded to support our bid for the World Outgames and in less than 20 days the site has gained almost 1000 "likes" from all around the world. The page will be more important as we come closer to the games as the page will serve as a gateway between the website for the games and its visitors. The link to the page is <u>www.facebook.com/WOG17</u>. The promotional video for the games was launched in November 2012 and can be found on our Facebook site and on Youtube. The video has already drawn more than 6.800 views in less than two months.

A Twitter account has been set up in the name of World Outgames 2017 #Rey_Outgames_2017 and we have already started tweeting. An Instagram account is also in making and we will start posting photos from the preparation after the announcement of the host city in Antwerpen in February of 2013.

Ambassadors for the World Outgames 2017

For the ambassador program we will work closely with the Icelandic Ministry of Foreign Policies, all Icelandic embassies and consulates around the world to approach and invite members of local gay communities. These representatives will be invited to the embassies to help to identify ambassadors for the World Outgames 2017.







FINANCES



KPMG ehf. Borgartúni 27 105 Reykjavík Simi 545 6000 Fax 545 6001 Veffang www.kpmg.is

Statement from KPMG Iceland

KPMG has had the privilege of working with the bidding committee for the World Outgames 2017 in Reykjavík. Though our work has been mainly confined to the financial aspects of the project, we take great pride in being part of this dedicated team.

KPMG Global places great emphasis on diversity in its workforce and has installed processes and incentives to further that agenda. This policy is integrated in our work on all levels and reflected in one of our goals, *We respect the individual* which entails respecting people for who they are and for their knowledge, skills and experience as individuals and team members. KPMG is globally recognised for its diversity program and has received numerous awards and citations for its policy from various LGBT organisations.

KPMG Iceland fully embraces the vision of KPMG Global, and we are proud of our achievements in this area. For example, KPMG has by far the highest percentage of women partners out of the "big four" in Iceland and the chair of our board is a woman.

We are committed to continue to work with the Icelandic bid and are looking forward to getting more involved as the project goes forward.

I would like to state my personal involvement in this matter and if the Reykjavík bid goes forward, we will open up a dialogue with senior colleagues across the KPMG network to discuss the idea how KPMG, either on a European or Global level, could support the World Outgames 2017 in Reykjavík.

Sincerely

in S. Heleson Jón S. Helgason

Senior Partner KPMG Iceland

KPMG ehf. á Íslandi er aðili að alþjóðlögu neti KPMG, samtökum sjálfströðra fyrirlækja sem aðild eiga að KPMG International Cooperative ("KPMG International"), svíssnesku samvinnufélagi.

Reykjavík Akuroyri Borgarnes Eailsstaðir Reykjanesbæ Sauðárkrókur Selfoss Skagaströnd

MEET





KPMG ehf. Borgartun 27 105 Reykjavik Iceland Telephone: +354 545 6000 Fax: +354 545 6001 Internet: www.kpmg.is

Financial budget for the World Outgames in 2017

The following scenarios are based on local estimation according to the GLISA bidding handbook, supported by Fact and Figures from CPH 2009 among other available data. The realistic plan anticipates that 8.000 participants will attend the World Outgames 2017 if they are held in Iceland while the pessimistic plan anticipates 7.000 participants and the optimistic plan, 10.000 participants. It is estimated that the average price per person will be 200 EUR.

Pessimistic - Estimated profit and	d loss accou	int				
EUR	2013	2014	2015	2016	2017	Total
Grants						
Icelandic Government	0	36.000	40.000	75.000	65.000	216.000
Reykjavik City	0	36.000	40.000	75.000	65.000	216.000
Various Nordic Funding	0	0	0	0	0	0
Sponsors	50.000	175.000	175.000	175.000	209.000	784.000
European Funding	0	0	0	0	0	0
Visit Reykjavik	8.000	20.000	20.000	20.000	20.000	88.000
Human Rights Centre	8.000	20.000	20.000	20.000	20.000	88.000
ÍTR	8.000	20.000	20.000	20.000	20.000	88.000
Meet in Reykjavik	8.000	20.000	20.000	20.000	20.000	88.000
Total grants	82.000	327.000	335.000	405.000	419.000	1.568.000
Revenue from the event			045 004	504 740		4 400 000
Participation Fees	0	0	815.281	584.719	0	1.400.000
Sales	0	0	0	0	192.181	192.181
Total revenue from the event	0	0	815.281	584.719	192.181	1.592.181
Expenses						
Operation Expenses	2.807	70.851	76.065	80.209	37.431	267.364
Payroll	10.120	53.012	100.723	472.289	327.711	963.855
Licence Fee	38.999	15.599	15.599	19.499	46.798	136.495
Personnel/Travel Expenses	1.121	13.878	18.095	37.365	36.297	106.756
Consultancy	2.781	27.810	50.310	123.879	48.035	252.814
PR & Marketing	0	37.796	159.400	98.598	32.866	328.659
Activities/Events	10.803	73.655	661.912	166.951	68.745	982.065
Fixed cost	15.000	30.000	30.000	30.000	15.000	120.000
Total Expenses	81.631	322.601	1.112.104	1.028.790	612.882	3.158.009
EBITDA	369	4.399	38.177	-39.071	-1.701	2.172
Cumulative BBITDA	369	4.768	42.944	3.874	2.172	

In regards to Various Nordic and European funding, it was decided to keep them open until the grants where obtained as they will only support the program.

KPMG ehf., an loelandic limited liability company and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss extin.

Reykjavík Akureyri Borgarnes Egilsstaðir Reykjanesba Sauðárkróku Selfoss Skagaströnd

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Realistic - Estimated profit and lo	ss account					
EUR	2013	2014	2015	2016	2017	Total
Grants	2010	2011	2010	2010	2011	
Icelandic Government	0	36.000	40.000	75.000	65.000	216.000
Reykjavik City	0	36,000	40.000	75.000	65.000	216.000
Various Nordic Funding	0	0	0	0	0	0
Sponsors	50.000	175.000	175.000	175.000	209.000	784.000
European Funding	0	0	0	0	0	0
Visit Reykjavik	8.000	20.000	20.000	20.000	20.000	88.000
Human Rights Centre	8.000	20.000	20.000	20.000	20.000	88.000
ÍTR	8.000	20.000	20.000	20.000	20.000	88.000
Meet in Reykjavik	8.000	20.000	20.000	20.000	20.000	88.000
Total grants	82.000	327.000	335.000	405.000	419.000	1.568.000
<u> </u>						
Revenue from the event						
Participation Fees	0	0	931.750	668.250	0	1.600.000
Sales	0	0	0	0	219.636	219.636
Total revenue from the event	0	0	931.750	668.250	219.636	1.819.636
Expenses						
Operation Expenses	2.866	71.652	85.982	88.848	37.259	286.607
Payroll	10.332	51.661	103.323	516.614	351.298	1.033.229
Licence Fee	38.999	15.599	15.599	19.499	46.798	136.495
Personnel/Travel Expenses	1.144	13.733	20.599	40.054	38.910	114.440
Consultancy	2.710	27.101	54.202	135.505	51.492	271.011
PR & Marketing	0	35.877	179.383	107.630	35.877	358.765
Activities/Events	10.527	73.692	726.397	189.495	52.637	1.052.750
Fixed cost	15.000	30.000	30.000	30.000	15.000	120.000
Total Expenses	81.579	319.316	1.215.486	1.127.646	629.271	3.373.297
EBITDA	421	7.684	51.264	-54.395	9.365	14.339
Cumulative BITDA	421	8.106	59.369	4.974	14.339	

The realistic scenario estimates that the EBITDA from the total project will be around EUR 14.339 which is estimated to be used to lower costs for participants especially aimed at outreach program legacy.





Optimistic - Estimated profit and	lose accoun	t				
EUR	2013	2014	2015	2016	2017	Total
Grants	2013	2014	2015	2016	2017	Total
Icelandic Government	0	36.000	40.000	75.000	65.000	216.000
	0	36.000	40.000	75.000	65.000	216.000
Reykjavik City Various Nordic Funding	0	36.000	40.000	75.000	000.00	210.000
•	50.000	175.000	175.000	175.000	209.000	784.000
Sponsors	000.00	175.000	175.000	175.000	209.000	104.000
European Funding	8.000	20.000	20.000	20.000	20.000	88.000
Visit Reykjavik						88.000
Human Rights Centre	8.000	20.000	20.000	20.000	20.000	
ÍTR Maatin Dauliauih	8.000	20.000	20.000	20.000	20.000	88.000
Meet in Reykjavik	8.000	20.000	20.000	20.000	20.000	88.000
Total grants	82.000	327.000	335.000	405.000	419.000	1.568.000
Descent from the second						
Revenue from the event			4 40 4 007	005.040		
Participation Fees	0	0	1.164.687	835.313	0	2.000.000
Sales	0	0	0	0	274.545	274.545
Total revenue from the event	0	0	1.164.687	835.313	274.545	2.274.545
Expenses						
Operation Expenses	2,763	74,772	104.355	100.779	42.262	324.932
Payroll	10.548	52,739	124,229	585,988	398.472	1.171.976
Licence Fee	38,999	15,599	15.599	19,499	46 798	136.495
Personnel/Travel Expenses	1.168	13.630	25.442	45.433	44,135	129.808
Consultancy	2.767	27.666	64.862	153,702	58,407	307.404
PR & Marketing	0	36.625	207.540	122.083	40.694	406.942
Activities/Events	10.747	71.647	837.077	214.941	59.706	1.194.118
Fixed cost	15.000	30.000	30.000	30.000	15.000	120.000
Total Expenses	81.992	322.678	1.409.106	1.272.425	705.474	3.791.674
	OHOOL	0221010		HEI EITEU		0.1011014
EBITDA	8	4.322	90.581	-32.112	-11.929	* 50.870
Cumulative BHTDA	8	4.330	94.911	62.800	50.870	

The optimistic scenario estimates that the EBITDA from the total project will be around EUR 50.870 which is estimated to be used to lower costs for participants especially aimed at outreach program legacy.





VOLUNTEERS

Reykjavik Event Volunteers (REV)

Reykjavik Event Volunteers (REV) will be the volunteering legacy of the World Ougames 2017. It is entirely unique and will be established in 2013. By the time of the World Outgames the REV will have supported hundreds of events.

One of its main aims of REV is to increase the number of volunteers, particularly from marginalised groups, and young people in those groups. REV will look for significant interest and support from international, national, regional and local bodies and will without a doubt clearly demonstrate that there is a potential link between volunteering and education, training and sustainable employment. It will also provide a model of good practice that can be replicated throughout Reykjavik and Iceland.

Reykjavik Event Volunteers is designed to build upon the success of the of the bid to host the WOG20017 by harnessing the commitment and enthusiasm demonstrated by volunteers during the Games. Those who will participate in the Games are invited to be included onto a new database to be contacted for future events. In addition, a model of delivery will be developed based on that of the Pre-Volunteer Programme (PVP) which involves contracting with outreach providers in Reykjavik and Iceland.

A central team will be established to co-ordinate volunteer activity by working closely with local Further Education providers, outreach agencies, volunteers and event organisers. The team will develop the service, achieve the outcomes required by the funding provision and maintain the high reputation of event volunteering established by the WOG2017 volunteers.

Reykjavik Event Volunteers

- Developed from the Volunteer Crew at the bid for WOG2017, keeping alive the 'count me in' attitude to volunteering!
- The aim is to support the WOG2017, the Games of the Small States of Europe 2015 and all sporting events small or large
- Also support non-sporting events as varied as Winter Light Festival, Cultural Night, Independece Day, Gay Pride and many more
- The aim is to provide thousands of training hours to hundreds of volunteers. Increase awareness and participation in volunteering, particularly amongst disadvantaged groups
- Use volunteering as a route to employment and increased employability. Effectively link voluntary action and community development
- Work with people between the ages of 16-80, people with disabilities, asylum seekers, people on long term benefit and people with no formal qualifications as well as retired people





OUTREACH

The main goal of our outreach program will be to 'export human rights' through example and education. We not only want to facilitate people coming to Iceland but also show them what a safe, prejudice-free environment looks and feels like. Ideally we would want our outreach participants to return to their respective countries armed with knowledge and new tools for advancing their rights once back home.

We hope to mobilize individuals, institutions and companies with our approach to the outreach program. Leading up to the games we will identify groups and individuals we'd like to invite to Iceland. These will be athletes as well as human rights advocates from impoverished nations as well as some better off nations with a poor human rights record. We will set up a website dedicated to the program with introductions of the people/teams we hope to bring over. We will identify key market and supply areas of big Icelandic companies and encourage them to give back to the communities they import goods or raw materials from. The same will be done with institutions and interest groups that may be in a position to do the same. Individuals will be encouraged to donate to the outreach program and provide hosted housing.

We plan on getting the private sector in Iceland involved in the Outreach program. Many big Icelandic firms have operations in countries that might have participants that could benefit from the outreach program. We plan on getting these companies that have connections to specific areas to sponsor athletes to come to the Outgames. Then our hope is that the staff of these companies would also act as supporter for those particular athlete/athletes during competition. For example the Icelandic outdoor clothing company 66°NORTH has its factory in Latvia and they would sponsor Latvian row team to come and then some representatives from the company would attend the rowing completion cheering for the Latvian team.



Outreach program

We are already in talks with the following international companies regarding sponsorship

- Ossur
- Marel
- 66 North
- KPMG
- Icelandair
- Eimskip







GREEN STEPS OF REYKJAVÍK

Reykjavík City recently launched a new project called Green steps in the work environment of the City of Reykjavik. The project is designed to encourage City divisions to include environmental actions in their operation and to support the environmental actions that are already taking place in the City's many divisions.

Green steps in the work of the City of Reykjavik, is a simple and accessible system based on a number of actions affecting the environment. The measures for example include recycling waste, reduce use of electricity and heat, increase the share of environmental friendly procurement and to increase the usage of hydrogen transport for employees during working hours. All City divisions are offered to take part in the project, and thereby positively affect the environment, improve the working environment of employees and reduce operating costs.

CLEAN AIR

Reykjavík is very ambitious when it comes to protecting its air quality. Pollution levels for PM10, ozone and NO2 are far below the limit values, but to improve air quality even further, an elaborate Air Quality Action plan was approved in March 2009. The plan provides short-term measures, forecasts, a warning system and mitigation measures to be taken in case of exceedance. Together with this, a number of additional, important plans and campaigns have been introduced to reduce emissions from transport. These include reduced use of studded tyres, the introduction of cleaner cars and buses running on methane and electricity, and the promotion of public transport, walking and cycling.

ALTERNATIVE FUEL

Icelanders have been at the forefront of exploration of alternative fuel and electric cars. Methane, hydrogen and electric cars are in use by a number of civil services within the city and City Hall intends to increase the number of these types of vehicle further. Methane and hydrogen filling stations are within reach encouraging the public to make use of these cheaper and more eco-friendly energy sources to fuel their cars.



GEOTHERMAL ENERGY MEANS:

- Less pollution
- Less emission of greenhouse gases
- Health benefits
- Cleaner air
- Comfortable warmth indoor

FUTURE VISION

- Modern living requires extensive use of power sources. All use of energy will influence the environment in some way
- Geothermal energy is not only economical but also ecologically friendly in the sense that it is renewable and can be utilized with minimal damage to the surroundings
- Hydro-electric energy in Iceland is sustainable as well and provides over 70% of the energy consumed nationwide
- The Icelandic government aims at making this nation the first to use only renewable energy as its power resource

MEET



MANDATORY RECYCLING OF PAPER ADOPTED IN REYKJAVÍK

Reykjavík city Council is running a campaign with the motto "Paper is not Trash". Residents of Reykjavík will have to sort their vast and place paper in separate bin. The paper will be sent to Sweden for recycling.

GEOTHERMAL ENERGY

The Icelandic geothermal energy has been used for many years for multiple purposes. Ever since the first permanent settler, Ingólfur Arnarsson, came to Iceland, people have figured out many ways to use the geothermal energy. For example when he came to Reykjavík, he saw smoke rising from the geothermal zones which are in Laugardalur in Reykjavík. That is the reason for why Icelanders usually translate Reykjavík to "Smoky Bay". In the early 20th century and before that the women in Reykjavík all went there to wash their and their families clothes.

The first experiments to use geothermal energy for house heating were made in the middle of the 18th century and for many years; Icelanders have used it to heat their houses. The steam from the hot water is used to heat up ground water. Seljavallalaug in South Icelander which all dissolved oxygen and other gases have been removed from. That water is pumped into pipes which go into peoples houses and heat them up.

Geothermal energy plays an extremely important role in modern living Iceland. For half a century emission of greenhouse gases in Reykjavík have been systematically reduced from 270.000 to 12.000 metric tons per year. Residents have also found use for the surplus water using the 20°-40°C water running from their houses to heat their driveways and paths. This is extremely convenient in winter when slippery ice covers the front of their homes.

GREEN ELECTRICTY

Iceland is powered by over 99% Green Electricity. Iceland is one of the world's best locations for green hosting because the whole island runs on electricity generated from affordable, sustainable geothermal and hydroelectric energy. The price is low, and production of energy is free from both the atmospheric emissions of fossil fuels and the potential hazards of nuclear power.

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LEGISLATIONS

- Reykjavík is a signatory on the Covenant of Mayors a mainstream European movement involving local and regional authorities, voluntarily committing to increasing energy efficiency and use of renewable energy sources on their territories.
- Reykjavík has bin a member of the Sustainable
 Procurement Campaign -Procura+, since 2009
- Reykjavik has been a member of ICLEI - Local Governments for Sustainability, since 2002
- Reykjavík City was shortlisted for the European Green Capital Award 2010/2011

MEET 🐨 REYKJAVIK



GREEN MAP

Reykjavík City supports a Green map project meant to encourage tourists in Reykjavík to make use of green solutions during their visit. The goal of Green Maps all around the world is to make eco-friendly options in the fields of culture, commerce and travel services more visible and accessible to all. Green maps have been developed in over 600 municipalities, cities and neighbourhoods in 55 countries. Iceland is the first country which classifies the whole country according to the Green Map system, starting with Reykjavík in 2010.

TOURISM COMPANIES ENVIRONMENTAL POLICY

Icelandair has adopted an environmental policy. The goal of their policy is to minimize Icelandair's total environmental impact and to establish sustainable practices by optimizing the use of the resources. Hilton Hotel Nordica and Icelandair Reykjavík Natura have been certified with ISO14001 environmental management system. Grand Hotel Reykjavik conforms with the Nordic Eco labelling criteria for hotels as well as offering certified organic products, at the breakfast buffet and in meeting packages for conferences and groups. All Hostel International Iceland are green hostels. They are expected to pull their load when it comes to sustainability and work according to our environmental policy and base their work on HI Iceland's General Quality Standards.

PLANTING A WOG FOREST

By planting a forest in name of the WOG we can have a significant impact and show in work our commitment to reducing carbon emission. For each participant of the games we will plant one tree and preferably give the forest a name that will reflect what the games stand for - Human rights, freedom, diversity etc. Based on the number of participants in previous games this could be anywhere from 9.000 – 12.000 trees.

The trees in the forest will absorb carbon dioxide and turn it into oxygen. The natural carbon dioxide cycle keeps a balance in the amount of CO2 in our atmosphere. The impact of planting trees is one of the ways of offsetting our carbon emissions which play an ever-increasing role in environmental issues such as global warming.

The WOG forest is also important part of Reykjavík's forever growing legacy for participants of the WOG games, their family and future generation to enjoy, share and nourish.















LEGACY TRANSFER

We will be ready with a team of organisers who will visit Antwerp and keep in close contact during the months leading up to Antwerp Games 2013, and also Denver games in 2015, in doing so we believe a knowledge and experience of best practice can be transferred to Reykjavik.

The legacy team has already been chosen from 4 different Reykjavík Organisations, and they have all been following this bid process throughout.

COST PER PARTICIPANT

We will facilitate a clear comparison between various sports offered and work in close relationships with former hosts such as Copenhagen and Antwerp.

We will look closely at their costs compare to ours and how we can in relations with KPMG our financial advisors work a competitive price for all to make it feasible to visit Reykjavik as a host city for World Outgames 2017. However we will take into notice that the cost will be in line with what is presented at Antwerp 2013 and was in Copenhagen in 2009 and only include normal raise of Consumer Price Index (CPI).











Reykjavíkurborg



















PROMOTE ICELAND



















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LET'S MEET IN THEMIDDLE just 3 hrs from EUROPE & 5 hrs from USA

Ingi Thor Jonsson Head of bidding commitee Tel: +354 660 6550 ingi.thor.jonsson@reykjavik.is