



United Nations
Educational, Scientific and
Cultural Organization



Reykjanes
UNESCO
Global Geopark

CONTRACT REGARDING USE OF THE LOGO OF
REYKJANES UNESCO GLOBAL GEOPARK
FOR MARKETING AND OTHER SPECIFIC PRODUCTIONS.

REYKJANES UNESCO GLOBAL GEOPARK, ICELAND

Reykjanes Geopark became a member of the European Geoparks Network (EGN) and Global Geoparks Network (GGN) (now UNESCO Global Geoparks (UGG)) in September 2015.

Companies signing this contract are collaborators with Reykjanes UNESCO Global Geopark (RGP) and promoters of geo-tourism in the operational areas of RGP.

Reykjanes UNESCO Global Geopark and

Company name:

ID-number:

Address:

Postcode and city:

Email:

have agreed to the following:

Place/date

for the collaborator company

for Reykjanes Geopark

1. Objectives and standards

1.1. The purpose of ENG/UGG is to protect and recognise geological heritage in connection with the area's natural and cultural heritage, through protection, education and sustainable use of the heritage in the areas concerned.

1.2. The cooperative agreement is signed by a representative of RGP and a representative of the company. It implies a mutual obligation in relation to ENG/UGG objectives.

1.3. The cooperative agreement should meet the means of visitors, companies and the local community in order to entrench geo-tourism.

2. Company's obligations

2.1. The company must satisfy all legal requirements of a company at the time of signing the agreement and its duration.

2.2. The company preferably should be established within the Reykjanes UNESCO Global Geopark and/or at least operate within its borders. Some exceptions are permitted given that they serve the area's best interest regarding development and economical benefit.

2.3. On request of RGP, the company must provide information on its results in mutual assignments.

2.4. The company agrees not to sell minerals, rocks nor fossils and share information on the importance of treating areas of geological heritage in congruity to ENG/UGG and RGP's rules.

2.5. The company must present its connection to the geological heritage, natural and cultural heritage of RGP with explicit information of their product.

2.6. The company must try to follow sustainable environmental policy, in regard to waste, water and energy consumption and the policy that RGP provides, and is encouraged to engage in the conservation strategy of the area and its region.

2.7. The company must be willing to co-operate with RGP and other companies in the collaborative developing of RGP. A close collaboration is important for the mutual benefit of both parties.

3. Local Character

3.1. The company must endeavour to keep the area's uniqueness, e.g.:

- make guided nature tours from local tour-guides easily accessible for visitors to enjoy
- promote the areas production and its local service/employment
- encourage respect and raise visitor's awareness for the natural and cultural heritage of RGP with presentations on traditions, customs and its connection with its unique natural conditions.
- encourage the relations between scenery and food tradition when promoting a food product

3.2. At the time of signing the agreement, the collaborating company must have accessible information about RGP (brochures, books) e.g. on RGP and ENG/UGG's geological heritage, preferably enriched with photos of the Geopark scenery or information on its geology.

3.3. The company is encouraged to keep visible a declaration/logo design representing its collaboration with RGP as a *Reykjanes UNESCO Global Geopark Certified Enterprise*.

3.4. If the company provides guided tours, the tour-guides without required education are encouraged to attend to local tour-guide seminars or workshops.

3.5. Manufacturers must have developed at least one product where one main ingredient is from Reykjanes Geopark. This gives permission for the use of the logo *Product of Reykjanes UNESCO Global Geopark*.

3.6. Restaurants that promote at least one main course where a significant ingredient is derived from RGP are permitted to use the logo: GEOfood, given they provide information on that ingredient in their menu.

3.7. A company with the permission to use the GEOfood logo, must present the logo in a visible way for its visitors, on a wall at the restaurant or on the menu.

4. Reykjanes Geopark's obligations towards its collaborator

4.1. RGP gives the company a declaration that the company can display at their headquarters.

4.2. RGP must give the company its logo for use in promotional material.

4.3. RGP must give the company the following logo: *Reykjanes UNESCO Global Geopark – Certified Enterprise*.

4.4. RGP must publish a list of collaborators on its website and at the Reykjanes Marketing Centre with a link to their web-addresses.

4.5 RGP must endeavour to endorse their collaborators in excess of other companies when promoting activity within the Geopark.

4.6. RGP must inform their collaborators of seminars and courses that it represents and give out copies of all new promoting materials (e.g. books, handbooks, maps and brochures).

4.7. RGP is responsible for encouraging the company to abide by the terms in this agreement.

4.8 RGP shall regularly give the ENG administration a list of collaborators.

5. Breach of the agreement

5.1 If either contractor is in violation of a particular term, and the other contractor is in the opinion that conditions for continued collaboration is broken, he must announce an unilateral breach of the agreement with a certified letter. The letter must conclude grounds for the breach of the agreement and shall be valid no longer than 60 days from sending the letter.

5.2. Each contractor can resign from the agreement given a "force majeure" (this could be explained as unexpected or disruptive events that distract or compromise the agreement in a serious manner). During this situation the collaborator must be sent a certified letter where the plan to breach the agreement are made clear and state their grounds, no longer than three months after the situation arose.

5.3. Both contractors can decide to cancel the agreement by appointment before its expiration.

6. Time of validity

6.1 The agreement shall remain valid for the duration of two years, commencing on the day of signing. After two years, the agreement can be renewed, following a reevaluation of the company's activity and its development in the spirit of RGP.

Appendix 1

Reykjanes Geopark provides its collaborators following logos for their use according to this agreement.

CERTIFIED ENTERPRISE - VIÐURKENNT FYRIRTÆKI

This logo is for service providers that operate within the Reykjanes Geopark according to the terms of this agreement.



LOCATED IN - STAÐSETT INNAN

This logo is for service providers that operate within the Reykjanes Geopark according to the terms of this agreement.



PRODUCT OF - AFURÐ ÚR

This logo is for manufacturers that have developed at least one product where one of its main ingredients is from Reykjanes Geopark according to the terms of this agreement..



MADE IN - FRAMLEITT INNAN

This logo is for manufacturers that have developed at least one product where one of its main ingredients is from Reykjanes Geopark according to the terms of this agreement.



GEOfood

This logo is a co-operation of Nordic Geoparks. It is for restaurants that promote at least one main course where a significant ingredient is derived from Reykjanes Geopark according to the terms of this agreement. The logo must be displayed along side the logo Product of Reykjanes UNESCO Global Geopark.

