

# **NEW** Learning Journeys **FINANCIAL FORUM** personal invitation

The financial and social lessons from Iceland

FIVE DAY LEARNING  
JOURNEY

**TO ICELAND**

23 – 27 May 2018



new  
**FINANCIAL  
FORUM.nl**





*"We have changed communication in the financial sector and restored confidence."*

Halla Tómasdóttir (co-founder Audur Capital and presidential candidate Iceland 2016)

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# FIVE DAY UNIQUE LEARNING JOURNEY TO ICELAND

**Iceland**...The land of old sagas, fearless Vikings, beautiful nature, and the oldest parliament in the world. A country with only 330,000 inhabitants. A close community of hard workers and creative entrepreneurs, of down-to-earth people who believe in elves and trolls. A country with equal opportunities for everyone, and where men and women in similar positions earn the same. The land of geysers, glaciers, and the eruption of the Eyjafjallajökull volcano which halted that grounded Europe's air traffic in 2010 and created an unprecedented tourist flow towards Iceland.

Iceland is also mentioned in the same breath with the financial crisis that devastated the country. The debts of banks were so astronomically high that there was nothing to save, and almost all banks had to go bankrupt. The inhabitants had to bite the bullet, bankers were actually tried, and the result had not been foreseen. The rigorous measures worked better than anyone would have dared to hope. The crisis was overcome on by Iceland itself. Since then, Iceland is seen as an economic world wonder.

During this Learning Journey, we will search for the secret of the recovery from the crisis. But we also look deeper. Because the economic crisis may have been overcome, confidence in the financial sector and in one another has not returned. What lessons can we learn from Iceland? Which successful citizens' initiatives have arisen from the ruins of the crisis? How is a new democracy being built? Which mirror has been presented to us and what can we take home from it?

We meet the movers & shakers of Iceland, such as: Halla Tómasdóttir (founder Audur Capital, a bank based on female values which was the only one to survive the crisis), Birgitta Jonsdóttir (former leader of the Pirate Party, a key figure in the regeneration of Iceland), Robert Bjarnason (CEO Citizens Foundation, initiator of dozens of democratization processes worldwide), and Jón Ágúst Gudjónsson (successful ICT entrepreneur and naturalist Iceland).

After the successful experience trip to innovative Greece in 2015, this is the second learning journey organized by Willem Vreeswijk (New Financial Forum Foundation) and Ivo Valkenburg (Transilvania Retreat Center).





## Hannersarholt

Hannersarholt is a historic building in Reykjavik designed by Hannes Hafstein, the first prime minister of Iceland. "Culture thrives in the clearing of fresh (new) woods", he cited around 1900. Hannersarholt, which is now in the hands of a non-profit organization, completely reflects this. A historically beautiful place to get acquainted with the soul of Iceland.

<http://www.hannesarholt.is/english>

## Halla Tómasdóttir

Who better to talk about financial value and human values with than Halla Tómasdóttir. She is the founder of Audur Capital, the only Icelandic bank that survived the crisis, was independent presidential candidate in 2016, and an inspirator with a focus on charity, fun, transparency, and girl power.

<http://newfinancialmagazine.nl/e-zine/2017/22/files/12.html>



## Parliament

The way out! How Iceland resolutely dealt with the financial crisis. Visit to the Althing, the oldest parliament in the world. From the year 930, clan heads organized meetings to resolve disputes, draw up rules, and discuss marriages. The past few years have been intense. What went wrong in Iceland, how spectacular were the interventions, which lessons were learned, and what about trust?

<https://www.youtube.com/watch?v=UduuOHdOw5M>

## Citizens Foundation

Power to the people. The new democracy. Discussion with Robert Bjarnason, the inspired CEO of the Citizens Foundation. Among other things, about dozens of successful democratization projects worldwide..

<https://www.citizens.is/>



## Exploring Iceland

From the Hali Country Hotel we'll discover the magic of Iceland for two days. We will be staying at the edge of Vatnajökull National Park, a stone's throw from the fabulous Jökulsárlón glacier lake. Surrounded by nature with the inspiring leadership of Jón Ágúst Guðjónsson, a successful ICT entrepreneur who inspires groups of entrepreneurs to build a new economy.

<https://www.vatnajokulsthjodgardur.is/en>



Vatnajökull National Park - Jökulsárlón Glacier Lagoon



Hali Country Hotel



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# TRAVEL SCHEDULE

## FIVE DAY LEARNING JOURNEY IJSLAND

The program is subject to change and with room for pleasant surprises.

### Day 1

Wednesday May 23, 2018

15.00 PM	Start learning journey hotel Central Plaza, Reykjavik
15.30 PM	Discover Reykjavik
18.00 PM	Dinner at historic restaurant Hannersarholt together with Halla Tómasdóttir
20.00 PM	Discussion and deepening with Halla Tómasdóttir

### Day 2

Thursday May 24, 2018

08.30 AM	Breakfast at Central Plaza Hotel
10.00 AM	Visit to Parliament, talks with government representatives
12.30 PM	Lunch
14.00 PM	The new democracy. Robert Bjarnason, CEO Citizens Foundation
15.30 PM	New values in Iceland. Dialogue with Birgitta Jonsdóttir and Robert Bjarnason amongst others
18.00 PM	Dinner in the centre of Reykjavik
20.30 PM	Free time

### Day 3

Friday May 25, 2018

08.00 AM	Breakfast at Central Plaza Hotel
09.00 AM	Departure private bus with guide to Hali Country Hotel, sightseeing and lunch
15.00 PM	Arrival Hali Country Hotel, check-in and freshen up
16.00 PM	Discussion with inspirator Jón Ágúst Guðjónsson
17.30 PM	Visit to the Thórbergur Center (museum and cultural center)
18.30 PM	Dinner at the restaurant with views of the Atlantic Ocean
20.30 PM	Stories by the campfire

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# Day 4

Saturday May 26, 2018

- 09.00 AM Breakfast at the hotel
- 10.00 AM The natural force of Iceland. Day trip to Vatnajökull National Park and Jökulsárlón glacier lagoon, led by Jón Ágúst Gudjónsson. On the way an Iceberg safari in Fjallsárlón, a boat trip through icebergs and glaciers. This day is a combination of a spectacular nature experience, a touch of history, and a source of inspiration for a new world.
- 18.30 PM Farewell dinner

# Day 5

Sunday May 27, 2018

- 05.00 AM Breakfast at the hotel
- 06.00 AM Departure by bus

## INVESTMENT

**€ 2.650,-**

Includes accommodation and transport in Iceland, includes breakfast, lunch, and dinner, excluding VAT and air travel. Drinks and snacks at your own expenses

The trip will definitely continue with at least 10 participants. The maximum number is 15 participants.

**NOTE:** registration before 1 March

### Cancellation costs:

Until 23 March € 300, - between 23 March and 23 April 75% of the travel sum, after 23 April 100% of the travel sum.

## Information

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## Registration:

[www.newfinancialforum.nl/events/nff2018-ijisland/inschrijven](http://www.newfinancialforum.nl/events/nff2018-ijisland/inschrijven)