

The Empire Expeditions ehf.  
Grundargata 16  
580 Siglufjörður

27. október 2017  
UST201710-142/P.B.S.

**Subject: Permit for cinematography and off-road driving - Jökugil- Hattver**

The Environment Agency of Iceland has received a request from Steve Lewis, on the behalf of the Empire Expeditions, dated 10<sup>th</sup> of October 2017 regarding a permit to drive off road due to the filming of an advertisement. The location is in the nature reserve Fjallabak, Jökulgil and the timing is scheduled on the 5th of November 2017.

Fjallabak nature reserve is a protected area cf. regulation, no. 354/1979. According to the nature conservation act no. 60/2013 it is forbidden to drive vehicles off road. The Environment Agency can, however, permit off road driving because of cinematography, according to art. 31. of law no. 60/2013.

**Description of the project**

The purpose of the project is to film an advertisement for the Eddie Bauer company. The producer wants their audience to witness the diversity of Iceland with celebrity Joe Manganiello. Using both the exposure of himself and the brand, they wish to capture the essence of creation in Iceland. According to the producer, finding an untouched geothermal area is very important to highlight the need for conservation of volcanic areas, educating their outdoor audience to respect nature.

- The filming group will be staying in Landmannalaugar cabins before attending the area during the day.
- They will be using 2x44“super jeeps driving up the river of Jökulgil.
- They claim that they will only be travelling in the river bed with jeeps, driving specifically in places where any trace of vehicle will be washed away by the river.
- They will use drone photography, within Jökulgil and the drones will not go higher than 500m.
- The group will either stay inside trucks or walk on listed hiking trails that pass through the area.
- The number of employees is 9.

**Evaluation**

The Environment Agency concludes that the off-road driving as described above will not cause damage of geological formations or flora, nor disturb fauna.

**The Environment Agency emphasises due to filming with drones:**

- An unmanned aircraft should never be flown near people. Please take precaution not to disturb people's experience, their safety or personal privacy nor the general peace of the protected areas filmed.
- According to Icelandic law it is forbidden to fly close to cliffs where birds nest. An unmanned aircraft should never be flown near animals or birds, neither in nesting areas nor during nesting season or any other seasonal time when animals or bird habitats are considered vulnerable.
- The conductor of the unmanned aircraft is responsible for the aircraft within the protected area. This includes responsibility so that people, fauna and nature is unharmed because of the aircraft's use and that no permanent mark be left on the site in question. Should the aircraft crash, all components from it must be collected and removed from the area.

**Conclusion**

**The Agency gives on its behalf permission for off road driving in the above mentioned protected area on the 5<sup>th</sup> of November 2017.**

**The permit is subjected to the following conditions:**

- The Environment Agency will have inspect the off-road driving and the cinematography. An agent from the Environment Agency will be responsible for the inspection.
- The producer shall set up on site, a sign with information that the producer has a permit from the Environment Agency to film and drive off road is necessary. The sign will be put up in cooperation with the ranger in the area.
- This permission is granted for the period 5<sup>th</sup> of November 2017
- The supervisor of the project must contact rangers working in the area at least 24 hours before work begins and inform them of his intentions.
- Keep the signed permit letter with you during your stay.
- The Environment Agency will be informed if anything changes in the description above.
- All other off-road driving is prohibited.
- Crew members should always stay on hiking path where they are in place.
- All disturbance to the environment should be minimal.
- All traces of the work must be removed carefully off the site by the end of the work/project.
- Fauna, geological formations and landscape should not be disturbed in any way.
- All contaminated substances due to vehicles should be carefully managed.
- If any questions arise due to the project the supervisor should contact the Environment Agency, +354 591 2000.
- Since this is an advertisement, the Environment Agency reminds that the final product, the advertisement, shall not show off road driving in any circumstances.

- **A special permission from the Transport Authority is needed if the unmanned aircraft is over 5 kg. the Environment Agency expects the license to comply to rules that apply to unmanned aircrafts. Please visit [www.icetra.is](http://www.icetra.is) or call tl. 00354 480 6000.**
- The Environment Agency would like to reaffirm that Empire Expeditions is liable for the off-road driving and use of the unmanned air plane.

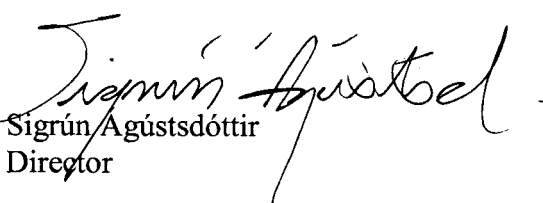
**Permission fee**

The Environment Agency charges a fee for processing applications for permits in protected areas in accordance with the art. 92 of law no. 60/2013 (the Nature Protection Act). The fee is ISK 39.400.


**Supervision**

The Environment Agency charges a fee of ISK 13.200 per hour for supervision of the research. The site in question will be evaluated before and after the work and EA ranger will be available for guidance. An estimate of 2 hours of supervision is need for this project.

Sincerely



Sigrún Agústs dóttir  
Director



Hákon Ásgeirsson  
Advisor