

Prism Sport + Entertainment  
Prism LTD, 3rd floor, Greater London House, Hampstead Road  
NW1 7AW London  
United Kingdom

Reykjavík, 24. febrúar 2023  
UST202301-087/P.V.B.  
09.08.02

**Subject: decline- an application for a permit to drive off road at Sólheimajökull**

The Environment Agency of Iceland has received an application from Prism Sport + Entertainment dated January 5<sup>th</sup> 2023, for a permit to drive off road at Sólheimajökul.

According to art. 31 in the Nature Conservation Act no. 60/2013 it is prohibited to drive off road in Iceland. If off-Road driving is a necessary component of filming, the Environment Agency of Iceland can give authorization.

***Description of the project:***

Permit is requested to film and photograph one car at the base of Sólheimajökul. Map is provided with the application showing two locations where the applicant wishes to position the car and the route he wishes to drive the car to get there. Two locations are shown on a map that was attached to the application. Location marked green is at the old parking lot for Sólheimajökul and location marked red is the preferred location closer to the glacier and the lagoon. It is requested to film and photograph the car at either one of these locations and when he drives alongside the route between the new and old parking lot. Maximum number of trips would be 6 to transport guests that are participating in the pre-promotion tour this filming is part of. Other cars and members of the project will be located in the main parking lot in the area.

***Impact assessment:***

Showing a car driving/parked off road in a promotional project can give misleading information to those who see the material as driving off road is illegal in Iceland. The authorization that the Environment Agency has for allowing off road driving for filming purposes is only for projects where it is not possible to execute it in any other way, not for transporting people like is requested in this application and showing illegal activity for promotion purposes. Ground has been frozen in the area for the last few weeks. According to weather forecast warmer weather is expected with heavy rain in the area during the weekend and into next week, which will result in the soil being more fragile and withstands less intrusion than when it is fully frozen or thawed. The Environment therefore considers the project likely to have negative impact on the area and on people's ideas on where you can drive in Iceland.

***Conclusions***

In a letter dated January 24<sup>th</sup> 2023 the applicant was given the opportunity to bring objections to the agency plans cf. art. 13 Act no. 37/1993 on administrative law, change the application or withdraw the application. The deadline for submitting objections to the organization's plans was until 08:00 a.m. on Wednesday, January 25<sup>th</sup>, 2023. No objection was received.

The Environment Agency of Iceland hereby declines the application of Prism Sport + Entertainment for a permit to drive off road at Sólheimajökull.

The decision can be appealed to the Ministry of Environment, Energy and Climate according to art. 26 in the administrative law no. 37/1993, cf. paragraph 2 art. 91 in the Nature conservation Act no. 60/2013 within three months from the date of this letter.

Sincerely

Inga Dóra Hrólfsdóttir  
*director*

Daníel Freyr Jónsson  
*advisor*