Hacking Hekla 2020

Heading towards sustainable future with innovation in food

- **Hacking Hekla is the first rural hackathon that circles around Iceland** and builds up on ideas and carries them all around the country. Hacking Hekla 2020 is a South Icelandic hackathon and will be carried out online 16th – 18th of October. It starts Friday, 16th at 16:30 and ends Sunday, 18th at 17:30.

- **What is the challenge?**
  The goal of the hackathon is to boost innovative development of solutions for regional development and sustainable tourism. The project is carried out by the Hacking Hekla Team in cooperation with Samtök Sunnlenska Sveitafélaga (SASS) and Nordic Food in Tourism. The goal of the Hacking Hekla is to foster the development of sustainable solutions for existing problems or challenges the people in rural communities face in their businesses or daily life.

  The theme of Hacking Hekla 2020 will be **"Heading towards a new sustainable future with innovation in food"**. We recommend our participants to think this main challenge further and consider these different aspects regarding food in South Iceland:
  1. alternative mobility and transportation concepts
  2. sustainable tourism where both locals and tourists benefit
  3. raising awareness for the fragile Icelandic nature and local material
  4. production and consumption of food products

- **What is it about?**
  Hacking Hekla is an innovative online event. We are supported by a team of great experienced mentors and rural keynote speakers that will give our participants a helping hand and input to create ideas (see schedule). As we cannot carry out Hacking Hekla in the beautiful countryside of South Iceland as planned, we will bring the countryside to your screens and spice up Online Hacking Hekla with movie clips featuring the entrepreneurial scene in South Iceland.

- **Who can participate?**
  Hacking Hekla is a hackathon for everybody, not specifically for tech-interested or academic people. With Hacking Hekla we specifically want to address interested and creative local minds to join and think in solutions.

- **What do we expect from our participants?**
  The final outcome of the hackathon is very open and diverse and can be a digital solution, a physical product, a service, a new hardware or software, a new process, a marketing campaign or a project.

- **Prizes**
  Nordic Food in Tourism is the sponsor of the price money:
  1st place - 150.000 kr
  2nd place - 50.000 kr
  3rd place - 25.000 kr
  Furthermore the teams can win free entrances to Icelandic Lava Show, Midgard Basecamp, Zipline, Caves of Hella, The Cave People and more to come!

We are excited to see your Creative Eruptions