



# learning expedition iceland

inspiration . innovation . growth journey  
for ambitious professionals

September 8 - 14, 2024





*For an innovation expert like me, Silicon Valley is the mecca. It is the place par excellence where inventions see the light of day, where the roots of design thinking lie and where inspiration can be found on the street. When I organized my first inspiration trip in 2016, Silicon Valley was not 'the place to go'.*

*And yes, the Bay Area remains high on my list of favorite places for inspiration. Since 2019, however, there is a much lesser known place that is undeniably on my number 1: Iceland.*

*Yep, the country where the raw and untouched nature is dazzling. I admit it readily, it is a breathtaking island that has been richly endowed with beauty by mother nature. And where you enjoy going.*

*Still, it's not the only reason why I'm going back on an inspiration trip to Iceland in 2024 - for a fifth time. On the contrary. It is the Icelanders themselves who have won my heart. It is a nation of dreamers, doers, go-getters, daredevils, adventurers and visionaries who enjoy challenging the status quo, who embrace new technologies, who rise with their heads held high and who rise again and again as a phoenix.*

*It is precisely that combination of business inspiration and raw nature that together forms a powerful cocktail and, in my opinion, outshines Silicon Valley.*

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Find out what's on the agenda.  
Let yourself be seduced and sign up

*I promise you one thing:  
The energy boost you will taste,  
will have a huge positive impact on you / your business  
and will reverberate for a long time.*

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# sunday - September 8, 2024

We start our inspiration tour, after arrival at Keflavik airport and a short drive to Grindavík, with the tourist trap of Iceland: **The Blue Lagoon.**

The Blue Lagoon is the country's most famous hot spring. A spa has been built around it, which is fully equipped. And yes, here you will bump into some tourists. We visit the most beautiful wellness in Iceland to relax, disconnect from the daily hectic and literally 'land' in peace.

We then make **time to get to know each other and connect** over dinner with spectacular views of the moss-covered lava fields of the Reykjanes Peninsula.

Our first night we stay at **Harbour View Cottages Grindavik** and we sleep between the lava fields.

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## monday - September 9, 2023

Day 2 of our inspiration tour, we start with a drive towards Reykjavik. We consciously choose a small detour. We ignore the gray main road towards the capital and exchange it for a breathtaking landscape via **Kleifarvatn and the nature reserve of Reykjanesfólkvangur**.

On the way we make a stop at **Hellisheiði Geothermal Power Plant**. We discover the unfair advantage of Iceland: natural geothermal energy.

Upon arrival in Reykjavik we meet Architect Hrólfur Karl Cela from **Basalt Architects**. An architectural firm that plays with design, poetry and nature in all their creations.

Then we are guests at **66°north**, the brand for winter clothing and sportswear. CEO Helgi Rúnar Óskarsson is our host and explains why and how they achieved the B Corp Certification.

We close this day with **Andri's** personal story. A beautiful story in thinking about and overcoming personal and physical challenges in life. Today Andri Wim Hof is an instructor and wellness coach. He will take us slowly guiding in the power of breath and cold. And yep, we step into an ice bath ;-)

We will sleep this night in the warmest and cosiest boutique hotel in Reykjavik: **Eyja Guldsmeden**

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# tuesday - September 10, 2023

Day 3, after a hearty breakfast we get ready for a hearty inspiration day. Today we visit some frontrunners and rising stars in the Icelandic firmament. We are inspired by the most promising startups, innovative companies and forward-thinking entrepreneurs embracing the new world.

We discover the plans of **Aldin Biodome**, which aims to create a unique meeting place for people, nature and sustainability in the heart of Reykjavik.

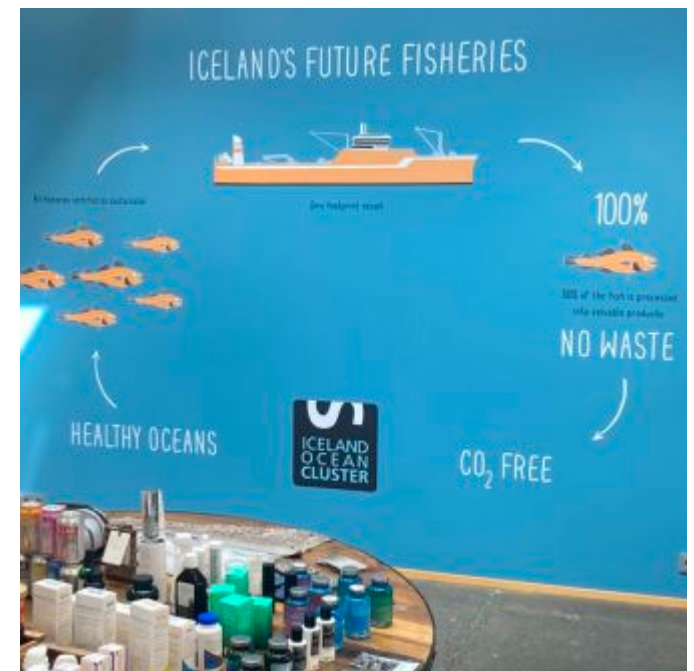
Icelanders are different, act differently and dare differently. And with success! Just look at how they tackled that great C\* pandemic in the far North: different, more radical and with enormous success. The company **deCODE**, a world leader in analyzing and understanding the human genome, played a pioneering role in this story.

Then we immerse ourselves in the fantasy world and the real time virtual reality games of **Myrkur**.

Finally we are guests at the **Iceland Ocean Cluster**. This cluster brings entrepreneurs, experts and innovators together to discover added value and new opportunities in the maritime sector. And with success, because "The Incredible Fish Value Machine" turns out to be quite creative and productive.

After a pretty full day we head towards Hveragerði, where our bed will be made for us at **The Greenhouse**.

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## wednesday - September 11, 2023

Day 4 time to act as tourists. Or not quite ;-)

On the agenda is the most famous and most beautiful route in Iceland: **The Golden Circle**. We stop at the three classics: Geysir, Gullfoss and Thingvellir. We enjoy the beautiful nature and we make extra time to **process all the inspiration we have gained and discuss it in group.**

Moreover, today a conversation with the most inspiring entrepreneur in Iceland (and far beyond. Yes, even in Silicon Valley they should be jealous of this man) is on the agenda: Knútur Rafn Ármann, the man behind **Friðheimar**. Friðheimar is a geothermal greenhouse where tomatoes are grown all year round. With an annual harvest of 370 tons and a daily harvest of more than a ton, Friðheimar defies all imagination. In addition, Friðheimar receives more than 176,000 guests every year for a hearty bowl of tomato soup, tomato beer or tomato ice cream! In no time this tomato nursery became the biggest tourist attraction in Iceland, after The Blue Lagoon.

In the afternoon we take a long walk to **the hot spring of Reykjadalur**. The Reykjadalur River is located in a beautiful green valley and the walk there is worth it in itself. We walk through a geothermal area full of heat sources, steam and boiling pools. After this nice walk it is really nice to relax in a warm river.

Also this night our bed is at **The Greenhouse**.

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# thursday - September 12, 2023

This day we **explore the south coast of Iceland.**

- the black beaches
- the water falls
- ...
- and we also go glacier hike on the Sólheimajökull

We will sleep this night at **Hotel Vík í Mýrdal**, 400 meters from the Black Sandy beach and 2.7 km from Reynisfjara Beach.

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## friday - September 13, 2023

Today we return to Reykjavik. One last visit is on the agenda there, namely to **Flow VR**: a start-up that manages to bring the world of VR and meditation together. Founder Tristan Elizabeth introduces us to the VR world and concludes with a meditation session. During this session we make ample time to **reflect on the inspiration gained and new insights. What are you taking home? What are you going to work on? What are you going to change?**

**Eyja Guldsmeden hotel** welcomes us for our last night in Reykjavik.

## saturday - September 14, 2023

Before dawn we are at the airport to return home with a load of new insights, inspiration and energy.

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# who am I?

This is me. **Sara Pieters.** Zezel fan from the very beginning.  
Dreamer, thinker and doer.

I prefer to stay on the playing field of creativity, innovation and innovation.

After all, I consider it my absolute mission as an innovation expert to activate others – people, managers and entrepreneurs – to also think, act and dream differently.

**By inspiring.** As a keynote speaker on stage, with my bathroom book 'ZEZEL the new way of innovating' and on my inspirational journeys.

**By facilitating.** As an innovation expert during personalized innovation processes and in the ZEZEL academy.

**By visualizing.** As a visual recorder with strong visual posters and in my DIY course.

My facts diverse?

- I have a passion for working with people.
- I am an avid collector of overpriced blank notebooks.
- I like running and yoga.
- I like to drink good coffee with a piece of black chocolate.
- I love harmony, also between my creative imaginations and my tight and structured approach!

Want to know more about me, my education and interests? Always welcome to my [LinkedIn profile!](#)

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## what is included

- 6 nights in 4\* hotels
- breakfast, lunch and dinner in tasty and beautiful places (non-alcoholic drinks included)
- transportation on site
- flight to and from Iceland not included
- all visits and workshops (Yes, this is the largest part of your investment! I like to spend money on this budget line and on the very best and most inspiring speakers.)
- guidance from Sara, senior innovation expert, who teaches you about the importance of getting inspired to be innovative, how and where to sniff inspiration and how to use it effectively within your own organization

## your investment

early bird till 31/01/2024:	4.950€ excl vat double room
	5.500€ excl vat single room
price after 31/01/2024:	5.950€ excl vat double room
	6.500€ excl vat single room

25% to be paid upon registration - 75% to be paid 30 days before departure

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# want to join?

**[send an email to: sara@redzezel.com](mailto:sara@redzezel.com)**

Or do you have some questions?

Call me, write me, let me know.

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