

## 7th of May , Kirkjubæjarklaustur

**Mr. MOSS - The Boss arises from Skaftárhreppur lava fields in South Iceland, to protect the Icelandic moss.**

Mr. MOSS is the voice and face of all Icelandic moss. Is a funny, entertaining and an educational animated short movie which shows Mr. Moss advising on how we - human beings - should change our behaviors in order to protect and respect his life.

A wake-up call to all the people visiting and staying in Iceland as well a reflection about our responsibility over the Icelandic nature & heritage.

The idea of this project did come on in a transnational project collaboration called ASCENT. The purpose of ASCENT is to promote professional procedures in constructing footpaths and tourist destinations as a whole, with nature conservation in mind. In Iceland the project is led by Soil Conservation Service and Skaftárhreppur is taking part with special focus on Eldhraun lava field. The lava is covered with thick moss which is very sensitive to any kind of human impact. Bob Aitken, a Scottish specialist came to Iceland and visited Eldhraun during the project. He came up with the idea to create a story to help protecting the moss. Mr. MOSS video is the idea brought to life."

Mr. MOSS is born in Kirkjubæjarklaustur in a synergy between VisitKlaustur.is - Centre of the South, Katla Geopark and This is Lupina, a creative local studio in Kirkjubæjarklaustur. The project of Mr. Moss was funded by Ministry for the Environment and Natural Resources

The shortfilm (1,41min) did have a premiere in Katla Geopark week – in a event at Kirkjubæjarklaustur, 30th of April 2019

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[www.visitklaustur.is](http://www.visitklaustur.is)

Mr. Moss video: <https://www.youtube.com/watch?v=iL7YITJdLMo>