

# LAPLAND

## Above Ordinary

# Lapland Arctic Council Host Committee



REGIONAL COUNCIL  
OF LAPLAND



European Union

European Regional Development Fund

Leverage from  
the EU

2007-2013



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# Finnish Chairmanship in the Arctic Council 2017–2019

Lapland Arctic Council Host Committee will

- showcase Lapland's Arctic expertise and specialties to visiting delegations
- support the Ministry for Foreign Affairs and the Arctic Council Secretariat in the chairmanship activities
- provide information about the Arctic Council to local people in Lapland

# Examples of Lapland's Arctic expertise and specialties

- Lapland is the cleanest corner of Europe: Lapland has been proven to have the purest air and the cleanest wild food such as reindeer, game, fish, berries and mushrooms. Due to the bedrock the soil is naturally very pure.
- Lapland is globally the largest organic area of renewable nature products. The certified area is about 9 million hectares, 99% of the forest area of Lapland.
- Lapland hosts 19% of Finland's international travelers.
- SnowHow = snow skills, management of Arctic conditions, testing methods, technology for the cold and snow, building with snow and ice.
- 2 universities specializing in the Arctic.
- The Sámi culture.



## Examples of Lapland's Arctic expertise and specialties

- 8 seasonal periods: First Snow, Christmas, Frosty Winter, Crusty Snow, Departure of Ice, Midnight Sun, Harvest Season and Colorful Autumn.
- As many reindeers as people. Around 200 000 of each.
- 1 Santa Claus.
- One of the world's leading forest industry concentrations.
- Europe's largest gold mine, and largest chrome mine.
- Wood bio-materials: houses and other wooden structures, packaging materials and bio-energy.
- Silence and open space.

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Lapland is spiritually, geographically and  
in its actions above ordinary.

## Rich in nature

Lapland is rich in nature. People living in the towns or countryside feel close to the nature - it feels like a second home for many.

## Creative madness

Positive originality, which is contagious. Everyone is uniquely individual.

## Arctic magic

In Lapland there is a strange kind of magic that cannot be described in words alone. It can only be experienced.

## Open and Arctic

Lapland is an international meeting point without borders. This has created a culture of transparency. The very best Arctic region.

## Consider it done!

In Lapland brisk bold ideas and expertise go hand in hand, in an international yet local environment.

The logo for Lapland, featuring the word "LAPLAND" in a bold, white, sans-serif font. Below it, the tagline "Above Ordinary" is written in a smaller, white, sans-serif font. The background of the logo is a dark, starry night sky with a vibrant green aurora borealis (northern lights) arching across the upper portion. The bottom of the logo shows a dark, silhouetted landscape of mountains and a flat plain.

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## Lapland Arctic Council Host Committee

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