LAPLAND
Above Ordinary
Lapland is above ordinary – spiritually, geographically and in everything it does.

Lapland is a focal point for a good life, where you may be proud of yourself, your community, your own and shared milestones in life, as well as ways of doing things.

Lapland is a safe and healthy living environment for growth and development. You can live and work in the region and be in the heart of nature at the same time. In Lapland the pieces of life fall into place.

Lapland is peaceful, a place you can always breathe in deeply and feel free from daily stress. The world is near, yet suitably far away.
Examples

- 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. (Source: MTT Agrifood Research Finland, Northern purity 2012 [www.lapintutkimusseura.fi])
- Lapland is globally the largest organic area of renewable nature products. The certified area is about 9 million hectares, 99% of the forest area in Lapland. (Source: MTT Agrifood Research Finland and 4H Lapland.)
- Space to live
  - 8 seasonal periods: First Snow, Christmas, Frosty Winter, Crusty Snow, Departure of Ice, Midnight Sun, Harvest Season and Colourful Autumn
  - Good employment prospects for the future
  - Excellence in numerous sectors
  - Unique natural resources
  - Ski trails from October until May
  - Polar night and midnight sun
  - The Sami culture
  - Santa Claus
  - As many reindeer as people
LAPLAND – Above Ordinary crystallizes five factors which make Lapland attractive:
Consider it done!

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

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.

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

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

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

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Lapland provides a stable and secure business environment, with modern industry, internationally oriented export companies and businesses supported by strong cooperation and collaborative networks in a conducive atmosphere.

Excellent relations with neighbouring countries and cultures offer a variety ready opportunities and natural channels of commerce. Lapland is also used to paying a constructive and conciliatory role.

In the future, climate change, natural resources and the demand for new logistics connections will emphasize the global importance of Lapland.
Examples

- The economic centre of the Barents region
- Airport network (5 airports)
- Year-round open ports
- Birthplace of the Arctic Council, the Northern Dimension and the University of the Arctic
- Arctic Business Forum
- Internationally competitive education system
- University of Lapland and the Arctic Centre
- Arctic research and development
- 1,000 km open border
- Finnish and Swedish border - the most open in the world
- Cross-border co-operation and effectiveness (e.g., rescue operations, schools)
- Golf Course in two countries
- Shared Nordic mobile library
- Sápmi (Borderless Sameland)
- Acceptance of diversity
- Wilderness cabin network
- Internationally diverse attractive tourist destination
- The Sámi are the only indigenous people of the European Union
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Clean and pure nature provides people with well-being, work and positive life experiences. Rich natural resources are the basis for the region's livelihood, industry and business. Lapland's special areas of expertise extend to the harmonious use of natural resources and economic activity (e.g. tourism, mining, forestry and reindeer husbandry), taking into consideration the needs of the different groups in the region.

Laplanders understand the uniqueness of the nature in the region and the responsible use of resources. The area's diverse nature leads to opportunities in the development of new products and industries especially in the switch from oil based economies to a bio-economy.

Lapland has a rare combination of sparsely populated areas with a variety of urban centres, tundra, sea, rivers, silence and the sounds of life in nature. You can live and work in the region and be in the heart of nature at the same time. Even though the world is changing, the northern lights, stars, midnight sun and the polar night remain the same.
Examples

- Clean fishing waters, forests, marshes, sea, rivers, lakes, snow and ice, cloudberrries, herbs, berry bearing forests, tundra...
- Naturally produced health food and functional health products
- Safe urban areas and wilderness
- The EU's most significant mineral deposits, precious metals
- Europe's largest gold mine, and largest chrome mine
- Well-maintained and mapped forest resources
- The most protected forests in Europe
- Ecosystem services: wood, wild game, deer, berries, scenery, recreation, tourism, water and nutrient cycles, carbon sequestration, education and the arts
- Wood bio-materials: houses and other wooden structures, packaging materials and bio-energy
- The forest industry, paper manufacturing and processing
- International nature tourism
- 200,000 estimated reindeer, reindeer farms that receive tourists
- The polar night, midnight sun, northern lights and other natural phenomena
- Arctic freshness and light
- Unique network of nature reserves, with more than 3.3 million hectares
- Wilderness culture and traditional lifestyles
- National Parks (8) with maintained trails, as well as wilderness huts open to all
- The Sami culture is intrinsically linked to the Arctic environment in a respectful way of life, which also characterizes the whole of Lapland, and how we deal with nature
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In Lapland things get done on time. The communal atmosphere, efficiency and hospitality are local strengths. Together they create a unique whole.

Lapland's nature and the environment along with Lappish perseverance can be seen in numerous ways. It is especially visible in the high quality of products and services available. Lapland is known for its originality, skills and attitude.
Examples

- Year-round traffic on land, at sea and in the air
- The people of Lapland are productive and efficient workers
- No-nonsense culture
- One of the leading manufacturers of playground equipment
- Europe's only snowmobile factory
- SnowHow = snow skills, management of Arctic conditions, testing methods, technology for the cold and snow, building with snow and ice
- The world's northernmost pulp, paper and board mills
- One of the world's leading forest industry concentrations
- The world's most environmentally friendly steel mill
- Strong creative industries, design expertise, handicraft products, traditional duodji handicrafts
- Internationally thriving tourism industry, high-quality services and products
- Europe's largest activity programme centre, a variety of tourist resorts, tourist facilities reindeer
- Vibrant SME sector
Creative madness
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Positive originality, which is contagious. Everyone is uniquely individual.

Lapp people are genuine, not cocky, but bold and distinctive. They have a deep primal energy, which is highly contagious.

The region is known for its relaxed entrepreneurial spirit, good natured down to earth attitudes and racy sense of humour.

Laplanders will not turn their backs on anyone and are not afraid of standing out from the crowd.

In Lapland, people in the the arts and sciences boldly and freely experiment with new ideas and make them their own. Intellectual and spiritual freedom creates an open atmosphere in which it easy for everyone to be themselves.
Examples of interesting events

- Mad About Snow
- Log Debarking World Championships
- Reindeer Sprint Race, Sleddog Race
- World Cup Reindeer Races, reindeer trotting races and other reindeer competitions
- Snowball fighting competitions
- World Sledding Championships
- Arctic Lapland Rally
- Just Two Fish - ice fishing event
- Downhill Kick Sledding Championships
- Santa Is On His Way
- Midnight Sun Canoeing
- Sodankylä Film Festival
- Gold Panning Championships
- Luosto Classic
- Midnight Sun Rowing
- Ranua Cloudberry Market
- Liquor Store Skiing Event
- Paper Boat Rowing Competition
- Nothing Happens Weeks
- Bucket Head Festival
- Cloudberry festivals
- Saami Ski Race
- Arctic Ice Marathon
- Ice golfing events
- Tundra orienteering
- Border to border skiing
- Arctic Design Week
- Alpine Ski World Cup, Levi
Arctic magic
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In Lapland there is a strange kind of magic that cannot be described in words alone. It can only be experienced.

The northern conditions have made Lapland a mystical place. The unique connection with nature offers unforgettable experiences.

Lapland sensitizes, refreshes and soothes you. The atmosphere is genuine, and relaxed it feels good to live and be here.

The region is a fabulous attraction that inspires both residents and visitors alike. The experience of Lapland is immediate and its impact is unforgettable!
Examples

- Northern beliefs, shamanism and mythology
- Experience with the environment and through people
- Extremely vast experience of open space
- Experience of being as a part of nature
- Times of polar night and the midnight sun
- Silence
- Holiness
- The freedom to breathe
- Handicraft products, traditional duodji handicrafts
- Santa and the Elves
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