



Sápmi Nature

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# Sapmi Nature experience

- Small scale
- Educational and learning - always hosted stays
- Located in Unesco World Heritage Area Laponia outside Gällivare/Jokkmokk in Sapmi/Swedish Lapland
- We are on the land of the reindeer of Unna Tjerusj
- My tourism must never threaten or cause problem for the reindeer
- Sapmi Nature is leading the way to indigenous Sami values and understanding



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# Indigenous values enhances the well-being for all of us

- Indigenous peoples - stewards of nature around the world
- Local indigenous people and communities must be involved as equal partners - why is this so difficult to accomplish?
- Authenticity - experiences created by the indigenous peoples - not stereotypical expectations by tour operators or "market"
- Indigenous rights are human rights, something that we need more of in this world
- Investments needs to be done in the wellbeing of indigenous communities and our places - time to give back!
- Learn more at [winta.org](http://winta.org), learn more about "your" own indigenous peoples and let's create real sustainable change together



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