

Sustainable Amethyst Mine rewarded

The Mining Company Arctic Amethyst Ltd has been rewarded in the Skål International's 2017 Sustainable Tourism Awards competition. The Arctic Amethyst Mine won the first prize in the category Major Tourist Attractions.

Lampivaara Amethyst Mine is located in the rugged landscape of the national park Pyhä-Luosto, in the Finnish Lapland. Sustainable development is already reflected in the company's fundamental choices, since no machines are used for excavating and amethysts are not excavated as raw material for the jewellery market throughout the world. Instead, this exceptional gemstone mine may be the only mine in the world, where the digging for an amethyst has been upgraded to become a gentle experience for both the visitors and the environment.

The prize criteria in the Sustainable Tourism Awards competition include, among others, preservation of the nature, reduction of emissions, control of the climate change, protection of human rights and employment of local workforce. The panel of judges expressed special thanks for the utilisation of the local workforce in particular, as well as, the mine's exceptionality both as a visiting target and as a project.

"From the very beginning, respect for the nature and respect for the human being, and authenticity have formed the company's basic values," explains the company's CEO **Tuija Sandberg**. To win this competition was well deserved, since the values not only are reflected in the company's basic values, but also in small, everyday choices, in which the company's ecological nature, local and communal characteristics, and its originality are highlighted.

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People who visit the mine get to enjoy being in the fresh air, listening to the stories and myths related to the area and the amethysts, as well as, experience the joy of discovery, since each visitor gets to excavate their own particular amethyst, with their own hands. The Lampivaara amethyst has really taken its time to form - crystallizing only one centimetre in a million years. *"Recently one of our visitors commented to me: 'When you hold it in your hand, you feel you are but a faint whisper of the universe.' When you are surrounded by these stones that are two billion years old, it tends to put things into a proper perspective,"* Sandberg says with a smile. Excavating in a composed manner, based upon individual experiences, enable the mine's operation to be continued for hundreds of years from now, there is no hurry.

Did you know?

- Skål International is the world's largest organisation of tourism industry experts and leaders.
- This year 74 entries from 28 different countries participated in the Sustainable Tourism Awards.
- Finnish companies have been awarded in this competition three times earlier; Viking Line and Silja Line in the category Transportation, and the Haikko Manor in Accommodation.

Additional information:

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