

Values and operation

In the business plan, the values of the mining company were defined to be respect for nature, respect for people and adhering to the principle of sustaining tourism, generation of genuine experiences and professional quality of operations.

- Respect of nature is demonstrated by our company's basic choices. By abandoning fast-profit industrial mining operations and by up-grading the raw material into highest level of the value chain as experiences, the company has efficiently saved the environment of the mining area. For example, no single tree will be cut unnecessarily due to mining operations. The company has also worked actively for the establishment of the national park.
- Respect for people stands for taking into account the needs of employees and partners, which is shown in our daily activities both within the company and in our relationships with entities outside the company. Among others, the company attaches great importance to the fact that no permanent employees are laid off on financial grounds. The respect for people is also demonstrated by the how our guides are instructed to act in customer service situations. For example, despite of their experience in mining matters, our guides will not enter into a debate with any visitor undergoing their mining experience.
- Genuinity is demonstrated in the products and on the stages of the mining company. When the visitor or rather the guest to the mine is digging for their own lucky amethyst, the ground they are digging is non-treated ground and the stone they will potentially find can be of a low or very high value. The guest may leave the mine with one stone of a size agreed upon in advance, regardless of the quality of value of the stone. The products sold by the company are always made in Finland, and the majority of the goods sold have been crafted in Lapland.

The principles of sustainable tourism include ecological sustainability, economical sustainability, social and cultural sustainability, as well as, responsibility.

- Ecological sustainability stands for choices that are made in the company's operation to promote the optimal use of nature and environmental resources. In addition to our basic guidelines, this is also reflected in the sorting of waste at the mine and the café, in composting of biowaste at the café, the choice of materials (reusable cupholders made of silver pine i.e. snag and paper cups, wooden missing utensils), constructions that protect the terrain from wear and tear, and in the preservation of the natural values of the surrounding national park.
- Economical sustainability is witnessed by the long-term solutions with which the financial gain from the company's operations is distributed not only to the company, but to other actors in the area, as well. In the operation of the company this is shown in giving preference to the local produce, utilising local services, working in cooperation with other tourism enterprises in the region, aiming to provide permanent employment and in employing local personnel. For example, the buildings of the mining company, and the interior design of the presentation premises and the mine shop are handmade by locals.
- Social and cultural sustainability means appreciating the distinctiveness, authenticity and history of the region, and increasing cultural understanding. This is demonstrated in the company's operation

in the inclusion of the region's history, tradition and culture in the company's products, in employing guides well acquainted with the location conditions of the region, in the preference of local, Lappish and Finnish souvenirs, as well as highlighting the authenticity and uniqueness of the region in marketing communications.

- Responsibility means operations based on reliability, safety and lawfulness. In the company's operations, this is shown as holding to the promises made, operating in accordance with acts and decrees, taking care of the safety of our clients and employees, and in truthful marketing communications.

Providing genuine experiences with high quality is demonstrated in continuous product development and continuous training of guides and other personnel of ours. The quality of the operations is monitored by continuously collecting client feedback, which is shown in the company's operations as decision-making based on analysis of the collected data.