


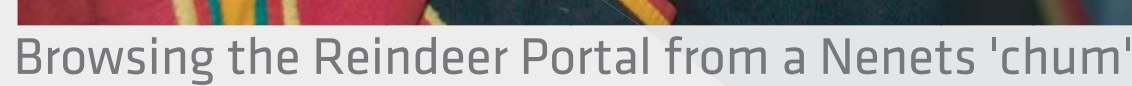
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www.reindeerportal.org



REINDEER PORTAL PROJECTS

- EALÁT www.ealat.org The website for the unique IPY project EALÁT, Reindeer Husbandry and Climate Change is hosted on the Reindeer Portal. This popular website has information about the project, participant authored content, video, imagery and publications. Multiple authors in English and Sami.
 - BIRGEN www.birgen.no In 2009, the BIRGEN project, Traditional Knowledge and Education Reindeer Husbandry, was initiated as a cooperation between the Reindeer Herding Women's Network (Norway) and ICR. In Sami and English.
 - Reindeer Blog www.reindeerblog.org Multiple authors in several countries in English and Russian. The Reindeer Blog trawls the internet looking for stories that are related to reindeer husbandry that have been written by other media – news articles, films, video and stories. In 2009 alone, the Reindeer Blog had over 40,000 unique visitors, who visited over 100,000 times.
 - About Reindeer Husbandry. An extensive and unique section of expertly researched material on the origins, current status and challenges to reindeer husbandry in Norway, Finland and Sweden in English and Sami languages.
 - Boazodoallu ja Luondudfága. The course website for students of this course at the Sami University College, "Nature and Traditional Knowledge Based Understanding in Reindeer Husbandry." Class Information, password protected areas. In Sami language
 - Suoma Boazosámit www.suomaboazosamit.org Website operated locally in Hetta by the Sami Reindeer Herders Association of Finland, an organisation. In Sami and Finnish.
 - Reindeer Ambassadors rein-ambassador.com Reindeer Peoples' Ambassadors is an EU cross border project, owned by the Sami Parliament in Sweden, International Centre for Reindeer Husbandry and Sami Reindeer herders Association in Finland. The goal is to train young Sami leaders from reindeer husbandry in leadership skills.
 - YAMAL Content is now being added in Russian from Salekhard in the Yamal Nenets Autonomous Okrug by a young Nenets who is informing the world about Yamal reindeer husbandry from inside the largest region of reindeer husbandry in the world.
 - TRAINING ICR has provided training in person and virtually to other organisations with a connection to reindeer husbandry so that they too can present themselves on the web, to continually expand local authorship and relevance on the Reindeer Portal. These have been carried out in Norway, Finland, and Russia.
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- A map of the Arctic region, showing the distribution of reindeer husbandry across Scandinavia and Russia. The map highlights the areas of Sami, Nenets, and Evenki peoples, with a specific focus on the Yamal region in Russia. A blue dot marks the location of Salekhard in the Yamal Nenets Autonomous Okrug. The map also shows the borders of Norway, Sweden, and Finland.

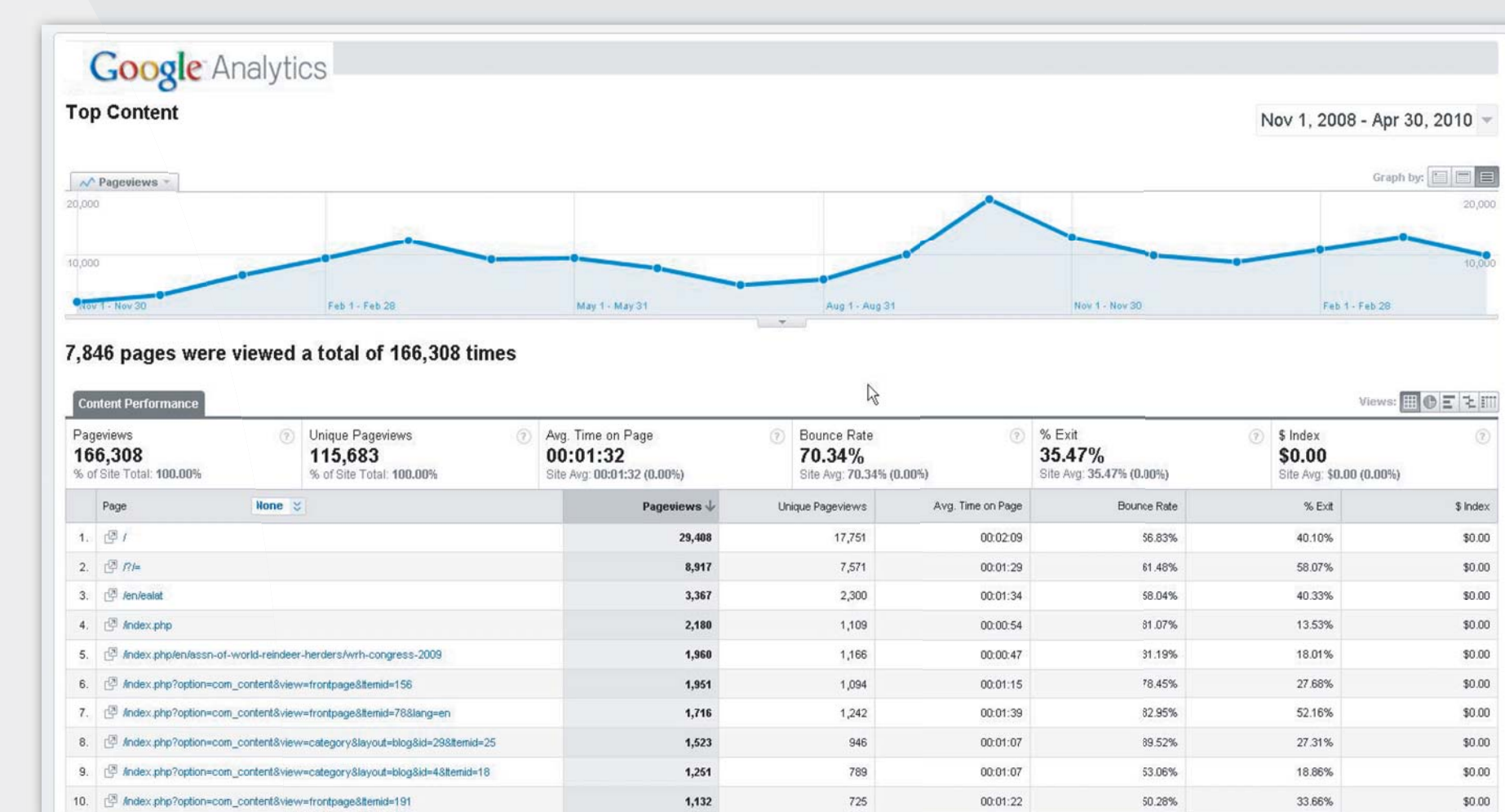


OPEN SOURCE

The Reindeer Portal is built on an open source content management system (CMS), developed in partnership with the Arctic Portal, which is an IPY project supported by the government of Iceland and a part contribution by Iceland to the work of the Arctic Council. All content is hosted by the University of Akureyri, Iceland. The Arctic Portal also hosts several other important Polar organisations such as IPY, IASC, IASSA, APECS and many more.



The Reindeer Portal features text, photography, video, mapping, commenting, social networking and news feeds. Video and photography sections of the Reindeer Portal are consistently the most popular areas of the website. There are now 70 videos on the Reindeer Portal, many of which are in house productions, and hundreds of photographs. Videos can be shared, commenting has been enabled and the Reindeer Portal has its own channel on You Tube and Google Video with over 10,000 views. The Reindeer Portal also has a searchable Document Archive hosted with the Arctic Portal.

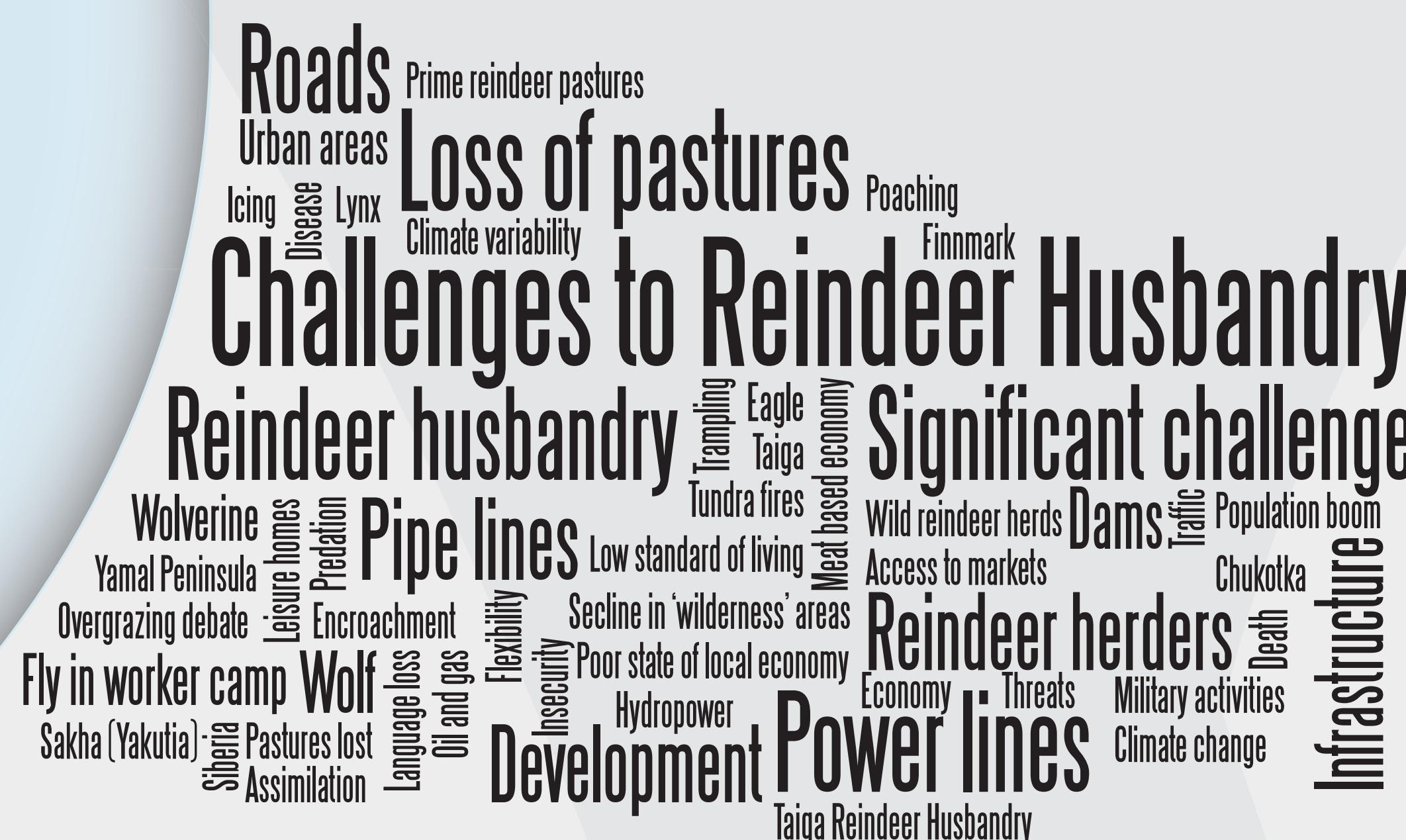
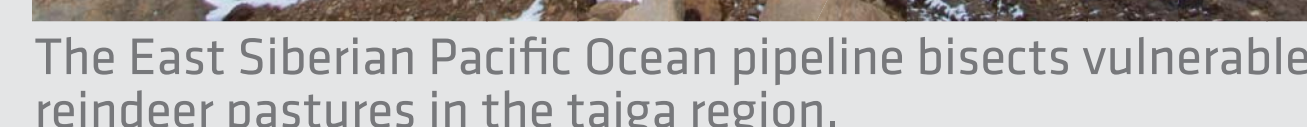


GROWING WEB PRESENCE & TRAFFIC

Since its establishment, the Reindeer Portal has attracted over 60,000 visitors who have viewed nearly 170,000 pages, spending on average over 3 minutes on the website. Citizens of 155 countries have accessed the Reindeer Portal, and in terms of viewership, the top 10 ranks Norway, US, Canada, Iceland, Sweden, UK, Russia, Finland, Denmark and Germany.

Reindeer Husbandry – An Ancient Livelihood

There are as many as 3 million wild and 2 million domesticated reindeer around the North and for many indigenous peoples, reindeer are their cultural, economic, social and spiritual foundation. The intimate connection between humans and animals is perhaps best embodied by this relationship, as reindeer husbandry represents a connection ancient in origin and practiced almost identically wherever it is found. Eurasia marks its birthplace, but it has spread around the globe and is practiced across 9 nation states by nearly 30 different peoples, the vast majority of whom are indigenous. Approximately 100,000 people are engaged in reindeer husbandry today and their traditional forms of reindeer husbandry represent the very essence of sustainability and a systematic means by which fragile northern and mountain ecosystems can be utilized – thanks to generations of experience accumulated, conserved, developed and adapted to the climatic and administrative systems of the North.



FUTURE DIRECTIONS

- Integrating the power of handheld devices into content creation and connecting map data and content data in a visual format and uploading content and images from handheld devices.
- Development of mirror sites in areas of reindeer husbandry in Russia, such as the Yamalo-Nenets Autonomous Okrug, The Republic of Sakha (Yakutia), and Chukotka with local authors.
- Online education – in cooperation with the Arctic Portal and the University of the Arctic, the Reindeer Portal is developing online education tools. The first online course will be offered in 2010: Adaptation to Globalisation in the Arctic - The Case of Reindeer Husbandry



International Centre for Reindeer Husbandry

Established by the Norwegian Government in 2005 and based in Kautokeino, Norway, the heart of Sami reindeer husbandry. ICR is an independent professional unit, with its own board and budget and is funded by the Norwegian Government through annual grants from various ministries. ICR is also the secretariat for the Association of World Reindeer Herders. ICR's mandate is to:

- contribute in maintaining and developing a sustainable reindeer husbandry in the north
- strengthen the cooperation between the reindeer herding peoples
- document the traditional knowledge of reindeer herders
- communicate knowledge about circumpolar reindeer husbandry to our target groups

ICR's international target groups are reindeer herders, national authorities, research, education and knowledge institutions, organizations and industrial interests.

