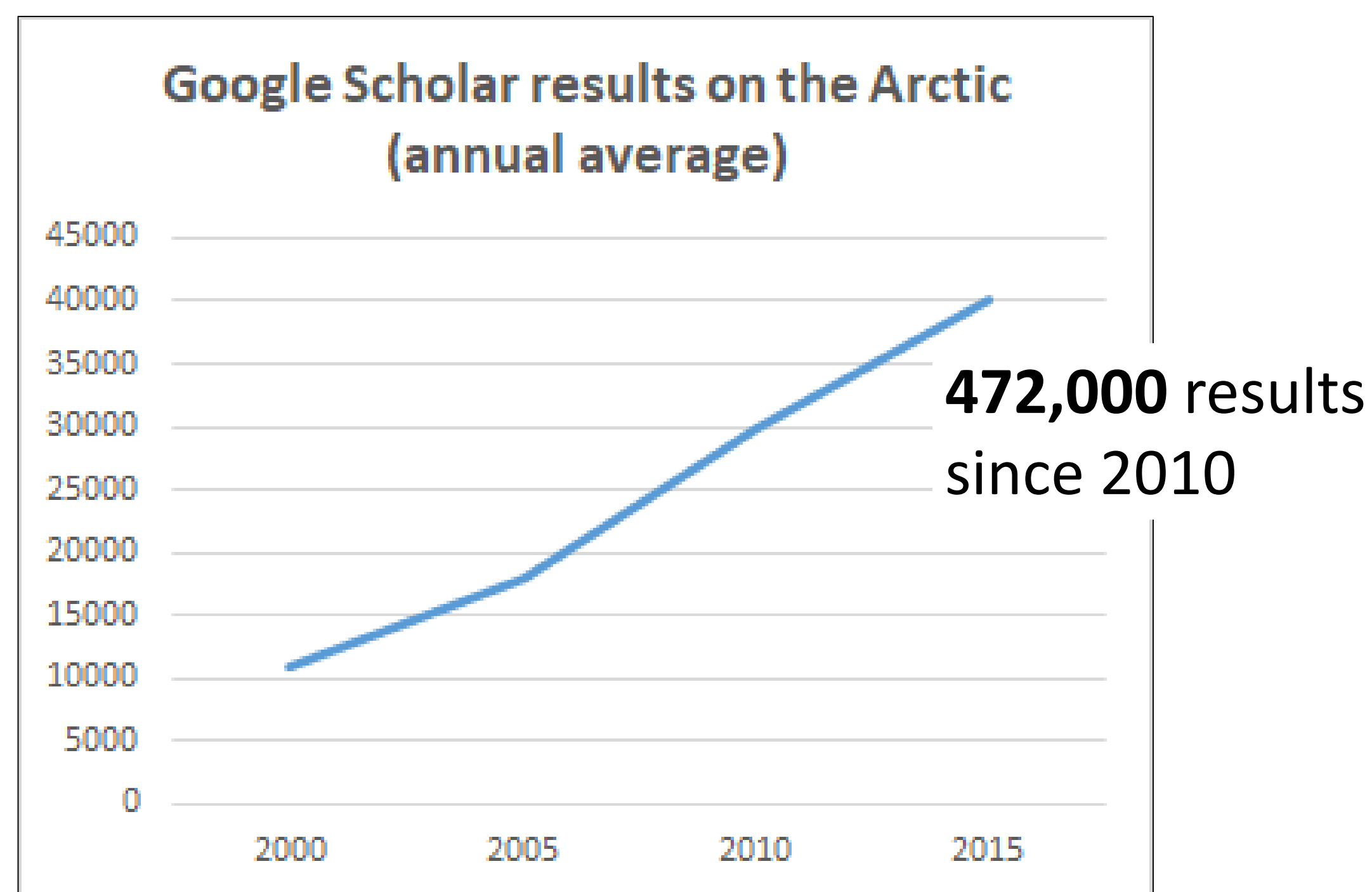


What is the Arctic value?



Plenty of "Arctic reports" – do they really measure societal progress?

	«Western» approach	«Eastern approach»	«Arctic approach»
Ultimate goal	Being able to do what we want	Freedom from one's wants	<p>Is there an Arctic way?</p> <p>How can Arctic contribute to human and societal development?</p>
Target	Well-being	Knowledge	
Key activity	Continuous improvement of our world	Continuous improvement of self	
Measurement	Objective (UN Sustainable development goals)	Subjective (inner peace with ourselves)	

Arctic Value measurement project address the following questions:

Why do we measure socio-economic development in the Arctic?

Who creates the measures and why? Who uses them?

Do we really measure important things?

What is the Arctic value?

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