

KILPISJÄRVI SCIENCE TRAILS

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Interact Annual Meeting 2023
Toolik Field Station

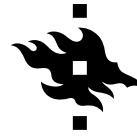
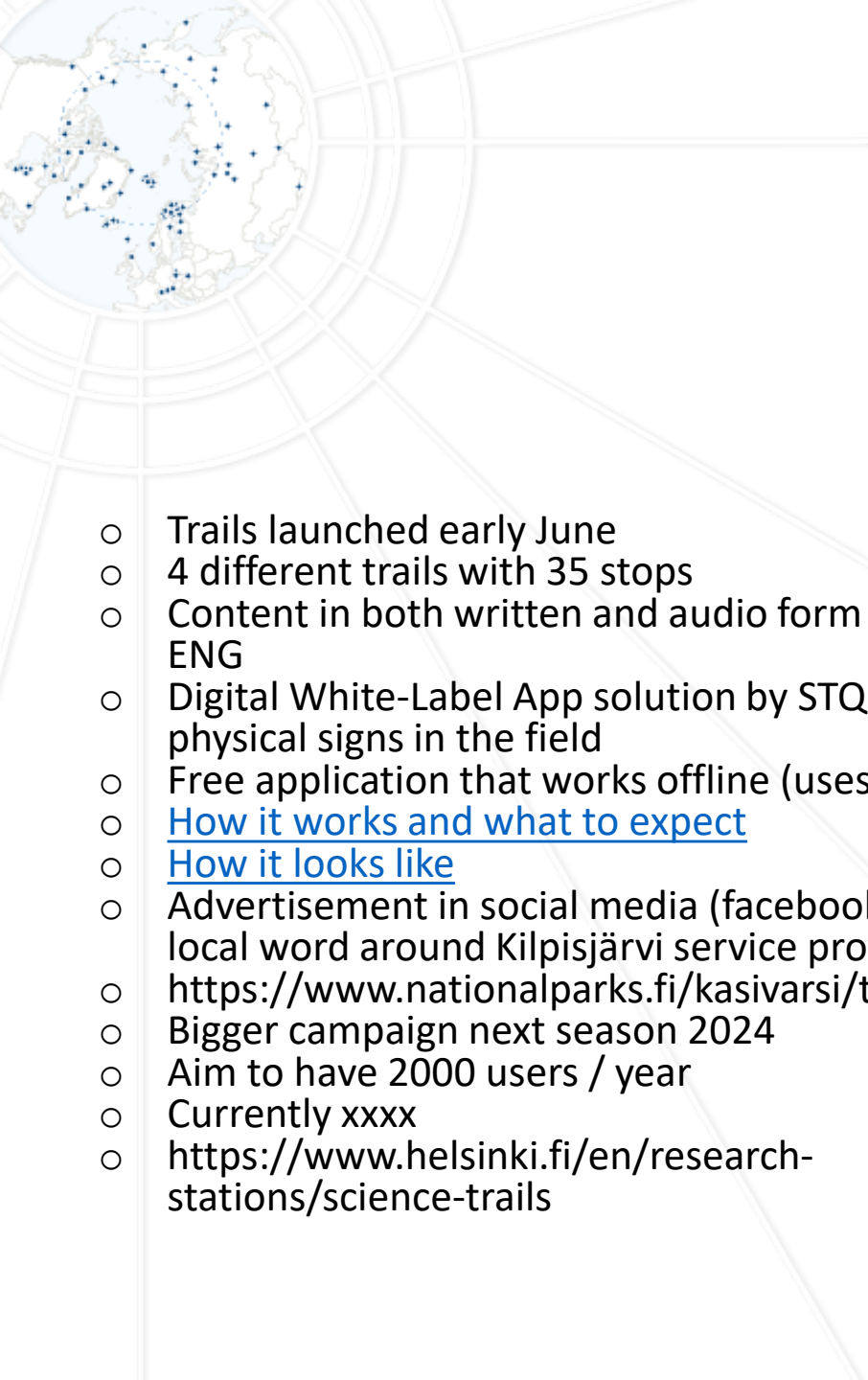


Vipuvoimaa
EU:lta
2014–2020



LAPIN LIITTO





KILPISJÄRVI SCIENCE TRAILS

- Trails launched early June
- 4 different trails with 35 stops
- Content in both written and audio form in FIN, SWE, ENG
- Digital White-Label App solution by STQRY, no physical signs in the field
- Free application that works offline (uses phones gps)
- [How it works and what to expect](#)
- [How it looks like](#)
- Advertisement in social media (facebook, insta) and local word around Kilpisjärvi service providers
- <https://www.nationalparks.fi/kasivarsi/trails>
- Bigger campaign next season 2024
- Aim to have 2000 users / year
- Currently xxxx
- <https://www.helsinki.fi/en/research-stations/science-trails>

