

Information-communicative portal
ARCTIC MIRROR

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Ladies and Gentlemen!

First of all, I would like to thank you for the given opportunity to tell about the communicative projects which will help us to solve jointly important questions on the informational cooperation among all the countries of the Arctic Council.

It is a well-known fact that at the beginning of the XXIst century getting and using information you always achieve a success, no matter what objectives you have. Appearance of the latest IT-technologies, development of Internet-communications, increase in the number of mass media make the information flows so massive that it is often difficult to identify and understand the most necessary things.

Today, around one of the most significant regions of our planet - the Arctic – there exists a special informational field. Everyone, who cannot remain indifferent to the present and future of the Arctic region, who is professionally connected with the northern territories, who is interested in the events happening in this amazing and not completely explored region needs to receive actual and on-line information. These are the main reasons for the creation of a united informational platform which will make it possible to realize the accumulated experience, to exchange data and, probably, even to forecast the future. Here we talk not only about the Arctic region itself, but also about all the problems understanding of which will give us an opportunity to solve such problems as conservation and successful development of the northern territories.

The activation of the Arctic Council work, but at the same time the absence of a united informational centre of all the data concerning the Arctic result in the relevant fact that the information about the Arctic region is necessary and many people are really interested in it. It is evident that the appearance of a common field which will help us to solve jointly the informational tasks of the Arctic region is urgent. It is the objective of the programme ARCTIC MIRROR. To begin with, we will tell about the project of the internet-portal as the most effective way of collecting and exchanging information.

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At present all the countries of the Arctic Council have a wealth of information. The Arctic Council and the Working Groups (Iceland SAO, CAFF, PAME, UNAK, RHAK, Teikn), Research Institutes, public organizations, commercial companies, mass media, travellers and explorers have a unique information. Via this portal and other information products, which we are going to develop, this information will be known and understandable to the society of our countries and all over the world. And the public opinion formed in such a way will influence politicians and state authorities. It will help to solve the problems more rapidly and efficiently.

The scheme of portal's work suggests the direction of the whole information into the common point of collection. It is suggested to receive information in accordance with the following subject headings:

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News

Arctic dialogue (activity of the AC)

Work of the AC Working Groups

Normative-legal Database (the most important laws and regulations)

Ecology

Social sphere (development of the indigenous peoples)

Economy – business

We will pay special attention to those parts of the portal where the information about the plans and concrete activity of the AC Working Groups will be represented.

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The project under consideration will provide collection, processing, storage and further distribution of the received information.

The result of the portal's activity is a set of information-analytical products which will be in great demand in the countries of the Arctic Council:

Establishing of a common database according to subject headings

Formation of a database about the AC activity (by countries)

Organization of an informational mailing list, conducting polls

Publication of expert appraisals and creation of analytical products

Monitoring of mass media

Among the potential consumers of the given products we can single out the following categories:

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The Arctic Council and the Working Groups

State ministries and departments

Research institutes

Public organizations

Mass media

Commercial companies

Private individuals

The result of this project is the collection, accumulation and unification of all data in a common information field. Of course, technical implementation of this idea will need serious and careful work, the necessary condition of which is participation of all the countries of the Arctic Council.

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Besides, in order to solve one more important problem – familiarization of the whole world community with the problems of the Arctic – we consider the creation of the international journal “ARCTIC MIRROR” to be expedient.

The regular publication in all countries of the Arctic Council of the given journal will contribute to the formation of a common international public opinion, without which a successful development of the Arctic region on the whole is not possible.

General scheme of information-communicative portal work is:

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Our large scheme – наша большая схема (☺)

Successful realization of the given project will help all the interested countries not only to establish necessary exchange of information, but it will also give an opportunity to familiarize state structures, business circles, scientists and the whole world community with the arctic problems.

Of course, the stated project of the information cooperation demands thorough discussion by all the interested countries. We are ready for carrying on dialogues, for cooperation with all the interested parties and also for solution of our common problems.

Thank for your attention