



Responsible travel policy

Policy aims

Our vision and policy is to make travel and experiences in Swedish Lapland memorable by creating products that minimize environmental impact, respecting the cultures and people, taking care of the wildlife and nature and create better economic opportunities for the local community at our destinations.

Economic responsibility

We shall take the leadership in developing Swedish Lapland area with new and attractive products based on a sustainable platform and a responsible tourism that support the region with its destinations so more suppliers and people can have the income from the experience business.

We have a vision to create a foundation to stimulate local work for a sustainable tourism based on the revenues from all tourism companies in the region.

Environmental responsibility

We work with major partners that have sustainable policy and work with details that support the overall goal. Haglöfs is our closest partner and with them we cooperate with their equipment and to wear the recycling clothes. Other brands that we work with are Lundhags, Norröna and Woolpower that have the same philosophy.

We use and perform our deep knowledge about nature and wildlife in our clothes, in our equipment and by the way we act with the sami culture and the wildlife and nature.

As certified guides by the Swedish Mountain safety council we have all the knowledge and skills how to act and what to do in national parks, reserves and in common nature.

In every product we operate we always has a lecture to our guests on how to take responsibility and act in and with the nature, culture and wildlife. The experience and vacation shall give the guest a deeper knowledge and respect for our environment.

Social responsibility

The local culture is an important part of the company and we want to create experiences respecting the natural landscape and culture. We always want to preserve the local culture as well in our packages as in our platform and base.

We use only local resources as far as we can in our products and next step for the summer 2014 is to educate local people and certify them by Swedish mountain safety council.

The story behind our business

Behind Bearfoot North is Claes-Jörgen Pohl. I was born and raised in the middle of the world Heritage. While growing up I learned from my grandmother and grandfather to hang out, in and with the nature and the sami culture. I have a passion to share our heritage and my upbringing in the wilderness that I describe. With close to 50 years of experience of the wilderness, also comes great respect for the wild. To relate and take responsibility to animals, nature and culture is something that runs through our entire business.

After some years in the conference room and dressed in suit I felt to take all my skills and competence back to basic. My aim today is to teach people how to feel well, to relax and be calm as a balanced person. There is no better place than the nature to develop as a human and therefore I use the nature, culture and the wild life as a tool. With our deep knowledge as we have, comes also a big portion of responsibility for the elements, and we love to share our passion and knowledge. Welcome to our world!