



SÁMEDIGGI  
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SÁÁ'MTE'ĜĜ  
THE SÁMI PARLIAMENT OF FINLAND

#6

May 12, 2004

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Thank you Mr. Chairman,

My name is Liisa Holmberg. I am here behalf of the Saami Parliament in Finland. Saami Parliament is a representative body of Saami people living in Finland.

We recommend that the Permanent Forum urges UNESCO and other relevant bodies to include Indigenous Media Programme to their activities.

Indigenous Media Programme should give special attention to media education, to networking between indigenous media and to establishing own media companies. In that way, we can utilize the media industry which is the most rapidly growing industry in the world, and is the most powerful means of affecting attitudes.

Mr. Chairman,

I would like to stress that the media is most powerful non-violent weapon in the world and we indigenous peoples should take the media to into our own hands.

Indigenous Media Programme has two important goals. First of all to spread the information inside indigenous peoples but also spread information to non-indigenous peoples. Other important goal is to through the production of more indigenous media and films we can provide work and opportunities for our young people to stay near their home places.

Films, television programmes, computer games, internet and other media products are effecting more and more the life of indigenous young people. World wide cooperation will support indigenous identity, language and culture.

Mr. Chairman,

I will conclude my intervention by telling the initiative taking by the Saami Parliament in Finland. I am the project leader of Indigenous Film Centre. The Centre is working as a cooperating organisation between film-makers and other media professionals and organisations in the whole of the indigenous world.

Thank you Mr. Chairman.

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