**Sofia Jannok Foundation hands out the scholarship of 2024 to Anna Sarri in Nihkkáluokta for her beautiful way of passing on our Sámi way of living through a genuine storytelling tradition, and because she always puts reindeer and nature first in her work within tourism. With great knowledge and humbleness Anna Sarri shows what true coexistence really looks light – on Sámi terms.**

Anna Sarri runs the mountain resort in Nihkkáluokta (Nikkaluokta) which is the gate for the many visitors that yearly travels up north to see the highest mountain of Sweden, Giebmegáisi (Kebnekajse). She is the third generation in her family who takes care of the tourism establishment in the small mountain village. The establishment is carefully aligned with the reindeer husbandry, both livelihoods naturally involving several generations in Anna’s family.

With sharp wisdom and soft kindness Anna Sarri shows that it is possible to coexist within a mountain area where various interests need space, without the reindeer husbandry being forced to move and without appearances of unnecessary conflict. The tourism activities must never come in the way of protecting the land that is home to both humans and animals. Instead Anna Sarri adapts the work of tourism to the reindeer herding cycle and does not lead visitors into the mountain area during vulnerable seasons of the year, for instance during springtime when the whole mountain valley is a nursery for the animal life. By sharing her indigenous knowledge Anna Sarri makes you feel both respected and welcome as a visitor. This way people from outside of Sápmi might find an understanding for the vulnerable nature.

Anna Sarri’s incredible way of storytelling passes on the genuine Sámi oral tradition. Her calm and well-grounded nature is a solid foundation running through the entire business in Nihkkáluokta. Because of her way to always prioritize Sápmi, Anna Sarri is a wonderful role model for all businesses in the mountain area.

The scholarship which Sofia Jannok Foundation yearly hands out to a person or organization who has been significant for indigenous people and for our mutual home comes with an amount of 30 000 Swedish crowns.

Photo: Carl-Johan Utsi