A close-up photograph of seal skin, showing the fine texture of the fur and the characteristic diamond-shaped patterns. The lighting is dramatic, highlighting the individual hairs and the overall texture of the skin.

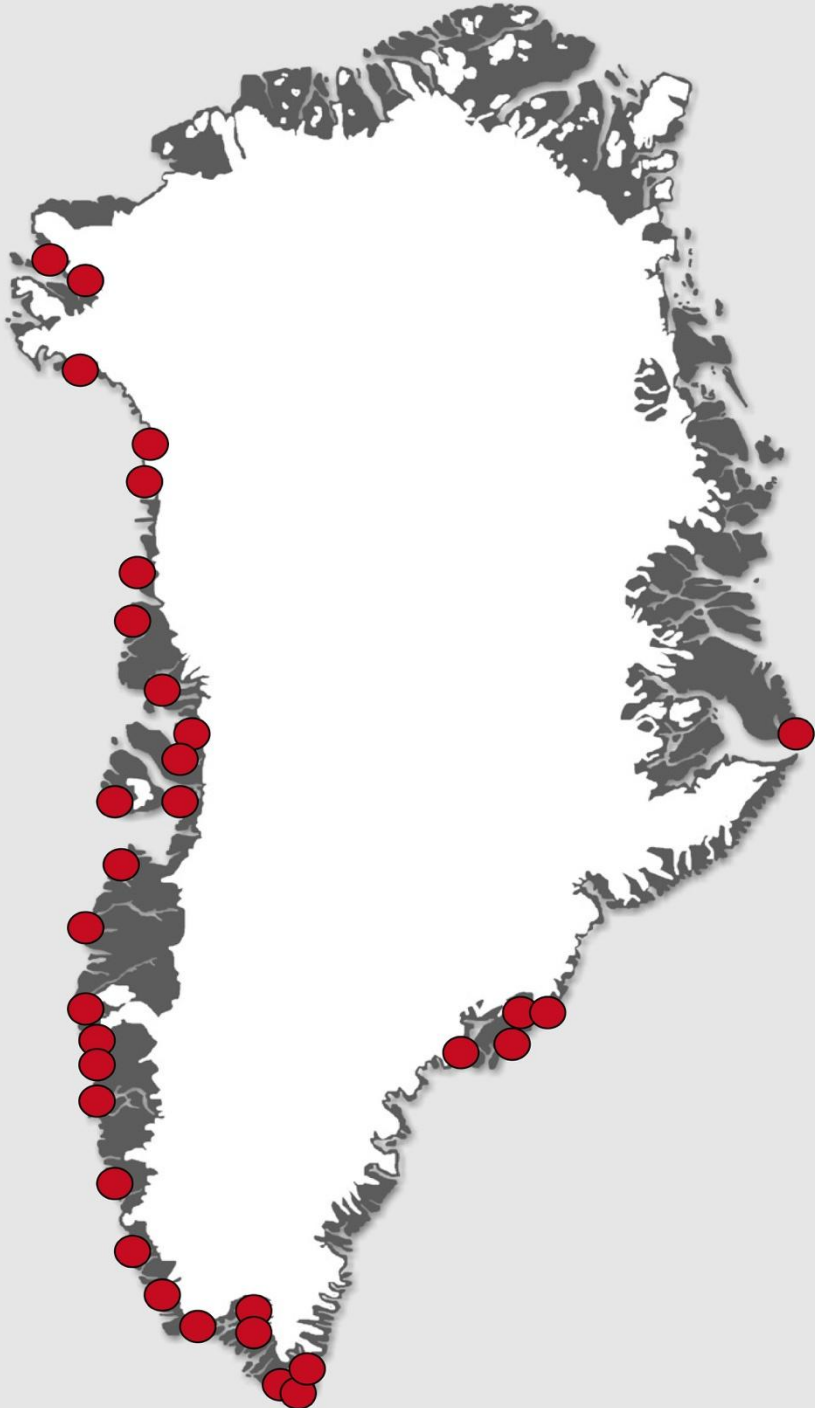
Identifying Inuit sealskin products

Ditte H. Sorknaes, CEO, Great Greenland

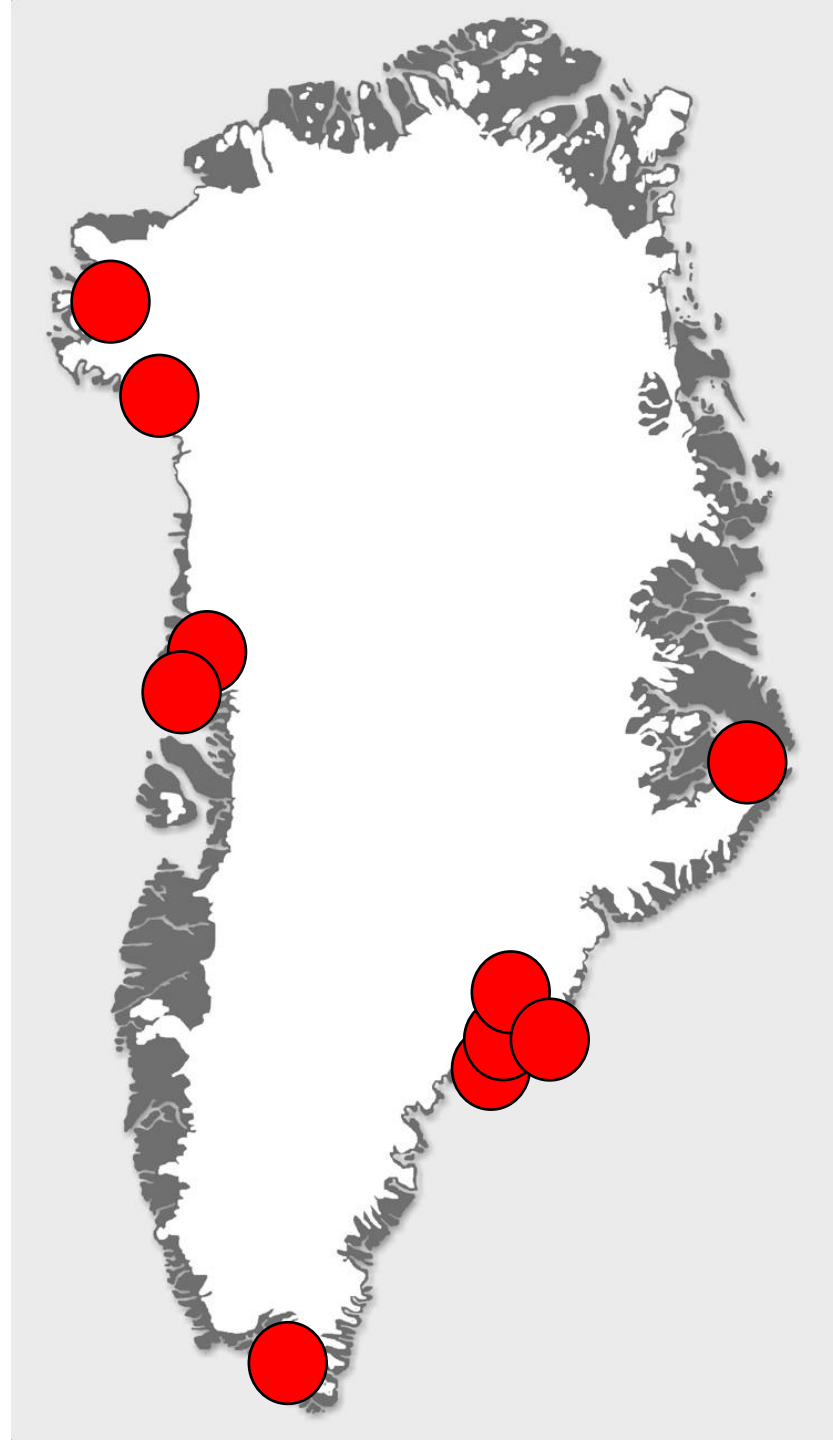
Great Greenland

- Founded in 1977 as a private initiative
- Since 1982 fully owned by the Greenlandic government
- Largest individual employer in South Greenland
- Only trader in sealskins in Greenland with 32 trading stations across the country
- Less than 40,000 skins are traded per year (approx. 1/3 of total annual catch)
- Great Greenland is currently the largest supplier of sealskins to the EU

Map of trading stations in Greenland



Areas solely
depending on
seal hunt



Rural Greenland

- Scarcely inhabited areas
- Scarce resources
- Very few means of income
- Harsh weather conditions
- Traditional Inuit lifestyle



“Indigenous Peoples have the right to be secure on the enjoyment of their own means of subsistence (...) and to engage freely in (...) economic activities”

Article 20, Declaration of the Rights of Indigenous Peoples

Impact of the EU seal ban

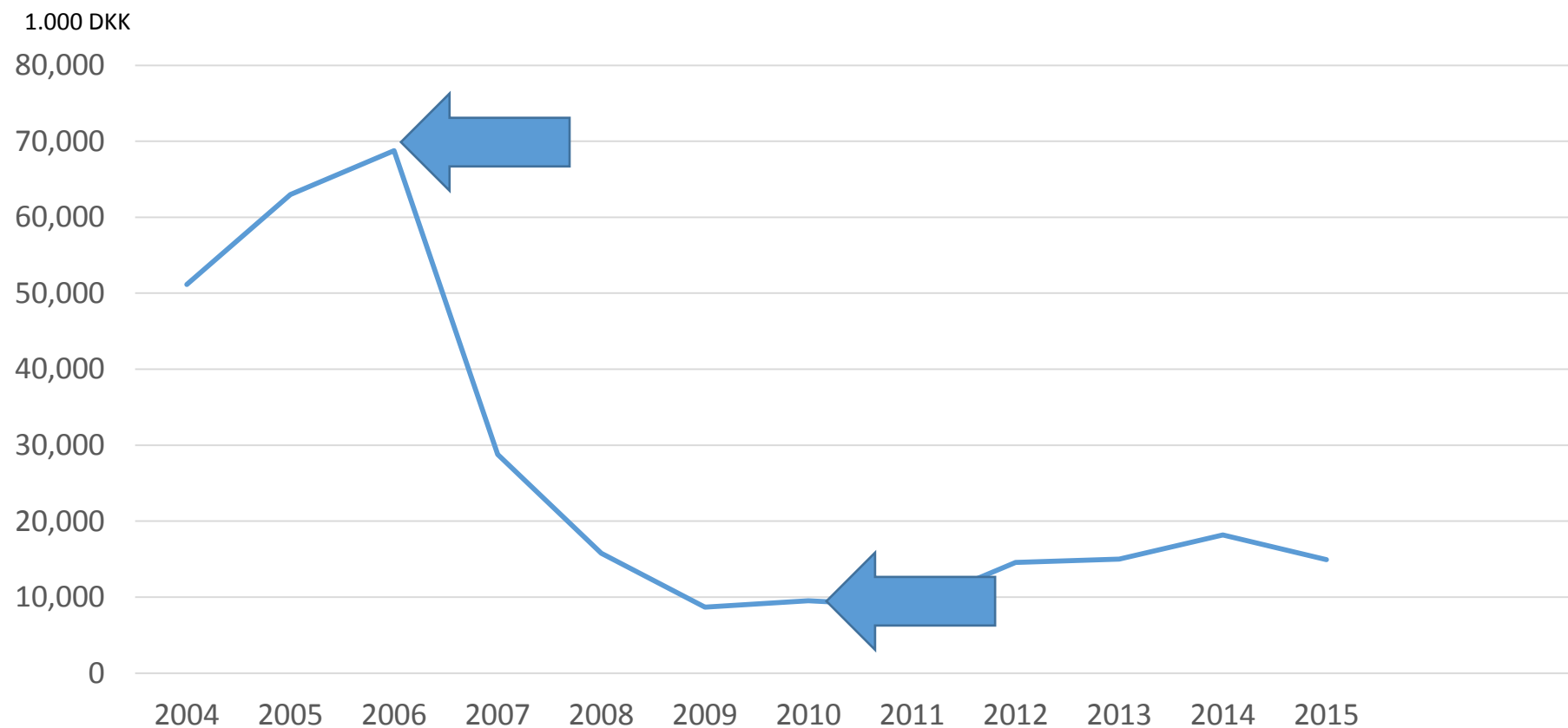
2006: Written Declaration against the import of sealskins is adopted by the European Commission

2009: The EU ban against importation of sealskin products is in place through regulation no 1007/2009

2010: Implementation of EU ban including Inuit exemption



Turnover Great Greenland 2004-2015



Introducing QR labeling

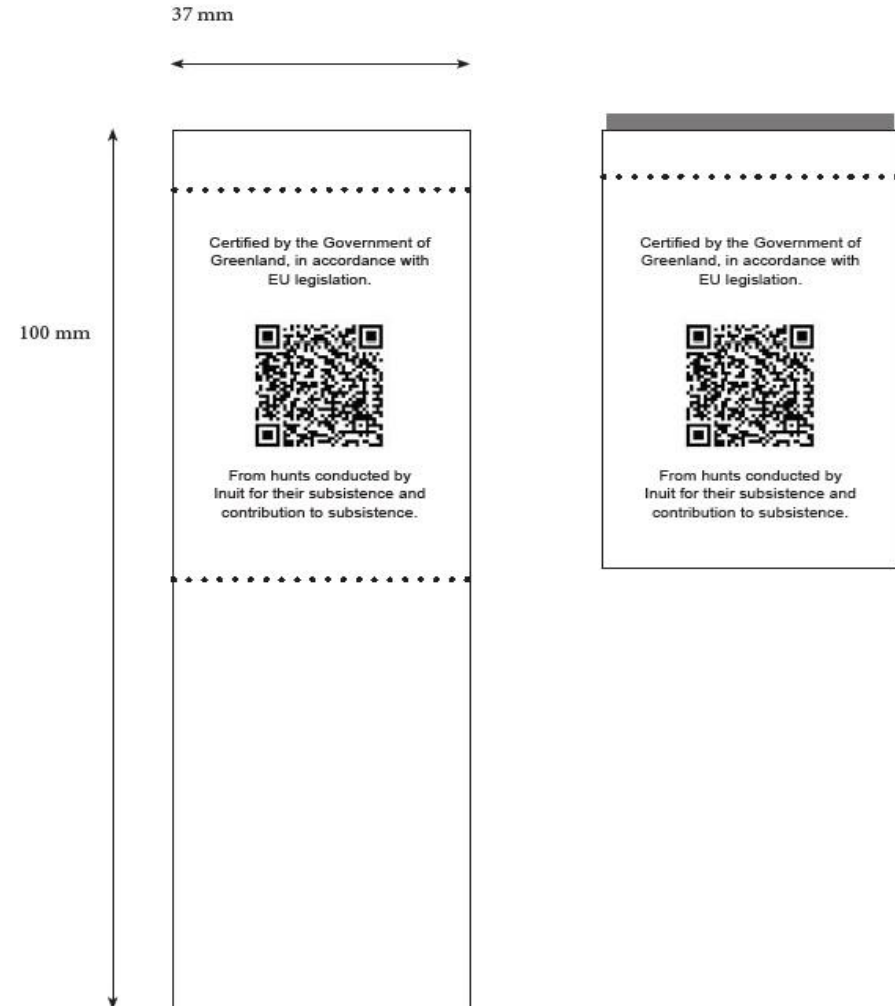
QR labelling

What is it?

- A QR code on a woven textile label for clothing and accessories

What does it do?

- The QR code leads the consumer to an official EU website explaining the Inuit exemption on sealskin





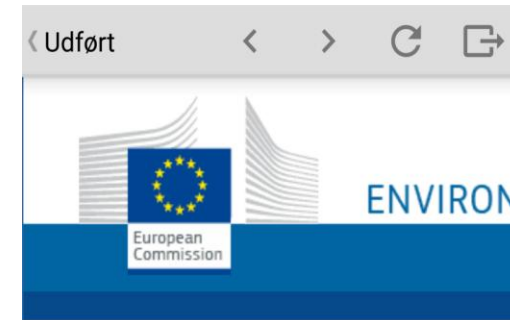
Why have QR labelling?

- Consumers are still weary about purchasing sealskin products due to lack of knowledge about regulations
- With a label (and e.g. a hangtag) consumers can quickly identify the products that stem from Inuit seal hunt



Landing page

- QR code should point to the existing website regarding the seal regime
- The landing page format should be adapted to smartphone and tablets
- The landing page should have a short introduction/explanation to quickly ensure consumers that their purchase is good



The EU Seal Regime:

[bg](#) [cs](#) [da](#) [de](#) [et](#) [el](#) [en](#) [es](#) [fr](#) [hr](#) [it](#) [lv](#) [lt](#) [hu](#) [mt](#)

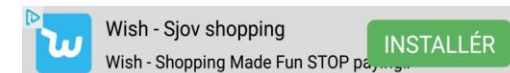
Recognised bodies:

[Greenland](#)

[Nunavut](#)

[Northwest Territories of Canada](#)

EU legislation:



What is needed besides the QR code

- Most consumers are unsure about the Inuit exemption
- **“The Commission shall inform the public, with a view to raising their awareness, and competent authorities, including customs authorities, of the provisions of this Regulation and of the rules under which seal products resulting from hunts conducted by Inuit or other indigenous communities can be placed on the market.”**
- Information campaign needed – both for customs and for the general public