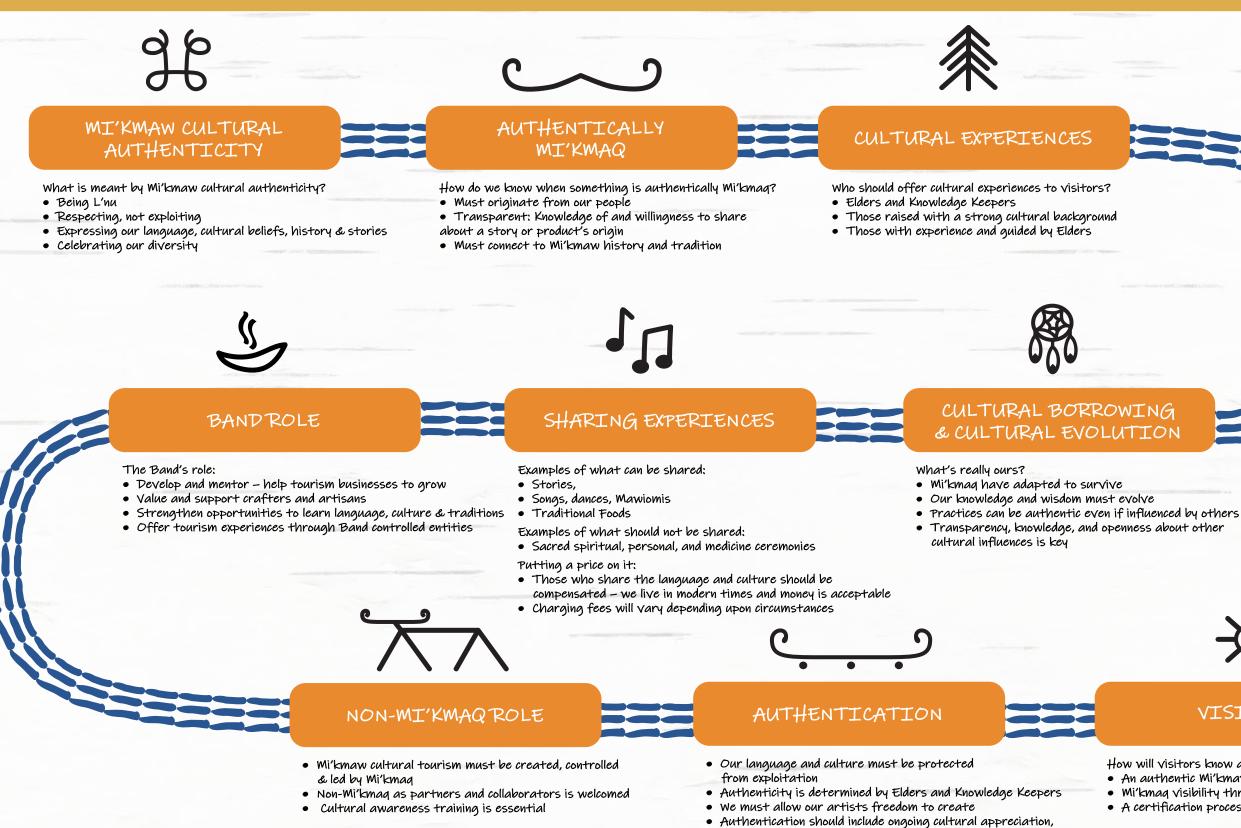


AUTHENTICITY GUIDELINES

Tourism is an important way to celebrate Mi'kmaw language and culture

mentorship, & training







VISITORS



How will visitors know a product or experience is authentically Mi'kmaw? • An authentic Mi'kmaw brand that is recognized globally · Mi'kmag visibility throughout Nova Scotia • A certification process