



Authentically Mi'kmaq

HOW DO WE KNOW WHEN SOMETHING IS AUTHENTICALLY MI' KMAQ?

Must originate from our people
Must connect to Mi'kmaw history and tradition
Knowledge of and willingness to share about a story or product's origin



Cultural Experiences

WHO SHOULD OFFER CULTURAL EXPERIENCES TO VISITORS?

Elders and Knowledge Keepers
Those with experience and guided by Elders
Those raised with a strong cultural background



Sharing Experiences

WHAT CAN BE SHARED?

Examples of what can be shared:
Stories, Songs, Dances, Mawiomis, Traditional Foods
Examples of what should not be shared:
Sacred spiritual, personal, and medicine ceremonies
Note: Compensation is acceptable and can vary



Cultural Borrowing & Evolution

WHAT' S REALLY OURS?

Mi'kmaq have adapted to survive
Our knowledge and wisdom must evolve
Practices can be authentic even if influenced by others
Transparency, knowledge, and openness about other cultural influences is key



Authentication

HOW DO WE PROCEED?

Authenticity is determined by Elders and Knowledge Keepers
Our language and culture must be protected from exploitation
We must allow our artists freedom to create
Authentication should include ongoing cultural appreciation, mentorship, & training



Band Role

HOW CAN THE BAND BE INVOLVED?

Develop and mentor – help tourism businesses to grow
Value and support crafters and artisans
Strengthen opportunities to learn language, culture & traditions
Offer tourism experiences through Band controlled entities



Non-Mi'kmaq Role

WHAT IS THE NON-MI' KMAQ ROLE?

Mi'kmaw cultural tourism must be created, controlled & led by Mi'kmaq
Non-Mi'kmaq as partners and collaborators are welcomed
Cultural awareness training is essential



VISITOR ROLE

HOW WILL VISITORS KNOW A PRODUCT OR EXPERIENCE IS AUTHENTICALLY MI' KMAW?

A certification process
An authentic, global Mi'kmaw brand
Mi'kmaq visibility throughout Nova Scotia

