Work Programme 3
Establishing a white paper/guidelines for best practice

Work Programme 4
Evolution of the MMI in that area
- Define area
- Inventory of Assets
- Evolution over specified period of time
LEAD: Ferrol

Work Programme 5
Developing assets with tourism and community value
- Good practice review
- Development strategy – selecting assets/themes
- Management & conservation plan
LEAD: Liverpool

Work Programme 6
Pilot Interventions to reconnect communities with lost MMI and develop opportunities for tourism
- Converting and adapting assets for new uses
- Recovery of lost/ruined MMI assets
- Delivering cultural intervention through performances, workshops & exhibitions etc.
LEAD: Limerick

Work Programme 7
Communications to increase tourism through MMI in the Atlantic area
- Design of joint tourism product/packages
- SMART Tourism/Apps sharing joint packages
- Fam trips targeting tour operators
- International press and PR campaigns
LEAD: Plymouth