



LIVE

Llŷn IVeragh Ecomuseums

LIVE is a collaboration between Welsh and Irish community organisations, academic departments and local governments. LIVE aims to enable coastal communities to promote their natural and cultural assets, creating opportunities for sustainable tourism, especially outside of the traditional peak tourist seasons.

LIVE will use the Ecomuseum model of co-operative marketing to create a powerful suite of digital and non-digital resources for eco and educational tourism. These resources will be underpinned by knowledge of the local environments of the Llŷn peninsula in Gwynedd and the Iveragh peninsula in Kerry.

The project will facilitate workshops, education programmes and knowledge exchange sessions to build a cohort of active Ecomuseum ambassadors and citizen scientists on both peninsulas who are skilled in digital marketing and engaged with their local environments.

LIVE builds on work already underway to create a strong identity and sense of place for both peninsulas. LIVE is part funded by the Ireland Wales co-operation programme.

Quick Facts

Start: 2020

End: 2023

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