



United Nations
Educational, Scientific and
Cultural Organization



MDG **F**
MDG ACHIEVEMENT FUND

« Cultural Heritage and Creative Industries as Vectors for Development in Morocco »

MDG-F Culture and Development Joint Programme implemented in

MOROCCO

<p>DURATION : August 2008 – August 2012</p>	<p>CONTRIBUTION TO MDGS :</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  1 <small>ERADICATE EXTREME POVERTY AND HUNGER</small> </div> <div style="text-align: center;">  3 <small>PROMOTE GENDER EQUALITY AND EMPOWER WOMEN</small> </div> <div style="text-align: center;">  7 <small>ENSURE ENVIRONMENTAL SUSTAINABILITY</small> </div> <div style="text-align: center;">  8 <small>A GLOBAL PARTNERSHIP FOR DEVELOPMENT</small> </div> </div>
<p>UN PARTNERS : UNESCO, UNDP, UN Women, UNFPA, UNIDO</p>	
<p>BUDGET : 5 million USD</p>	

OVERVIEW :

The Joint Programme aims to both promote human development by enhancing cultural heritage and to strengthen the role of cultural/creative industries in development policies and strategies.

Specific objectives :

- Recognize the key assets of cultural heritage and incorporate them into a national strategy for economic and social development
- Provide cultural heritage professionals with expertise and tools to improve the preservation, management and enhancement of cultural heritage
- Improve living conditions by implementing appropriate strategies for the development of cultural and creative industries
- Make full use of cultural traditions and values which promote the inclusion of women and young people

DIMENSIONS ADDRESSED BY THE JOINT

PROGRAMME:

- Education
- Heritage
- Governance
- Social
- Environment
- Gender equality

CULTURAL DOMAINS COVERED :

- Cultural and natural heritage
- Intangible cultural heritage
- Performance and celebration
- Visual arts and crafts
- Books and press
- Audio-visual and interactive media
- Tourism

INTERNATIONAL CULTURE CONVENTIONS COVERED :

- 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions
- 2003 Convention for the Safeguarding of the Intangible Cultural Heritage
- 1972 Convention concerning the Protection of the World Cultural and Natural Heritage

GEOGRAPHICAL SCOPE :

5 regions: Eastern Region, Taza-Al Hoceima-Taounate Region, Souss-Massa-Draa Region, Guelmim Region; Southern Oases region

SNAPSHOT OF MAIN ACTIONS :

- **Enhancement of cultural heritage incorporated into local and national policies and strategies** : national strategy for the preservation, enhancement and promotion of cultural heritage developed ; strategic inventory of Moroccan cultural heritage produced for the Ministry of Culture; development of a draft text revising the legislation on cultural heritage; draft bill developed to establish a Living Human Treasures (LHT) System; enhancement of cultural heritage included as a priority in the municipal development plans of the Southern Oasis area
- **Promotion and strengthening of women's role in development** : gender dimension incorporated into municipal development plans; support for the political representation of women in the region of Guelmin; workshops on administrative and financial management organized for 100 women; support for the production and sale of tents by Sahrawi women; socio-cultural study on the values and traditions influencing the inclusion of women and enhancing their role in achieving the MDGs in the Oasis provinces of Guelmin Tata-Assa-Zag
- **Capacity-building of cultural industries** : strategic development plans for the crafts, music, books and cultural tourism sectors established and implemented in the targeted areas of intervention; support for the sale of handicrafts (basketry and tents) and culturally important food (couscous and dates) (e.g. training package developed for handicraft cooperatives in Guelmin region, new economic structures developed in those sectors); artistic workshops organized and cultural projects developed in the targeted areas
- **Creation and preservation of cultural goods** : dissemination of information on cultural heritage (information systems established for the documentation and geo-location of the cultural heritage inventory, web portal on cultural heritage created, new documentary film produced); interpretive center created in the World Heritage Site of Volubilis to highlight archaeological findings ; development, preservation and rehabilitation of the Moulay Bashir Zawiya into a cultural center for literacy and Quran reading; diagnoses and surveys on the current state of cultural heritage conducted

BENEFICIARIES :

Direct: 4 614 – 77% women

- Population of the targeted zones of intervention – especially women and youth (secondary and university students)
- Artisans and artists (e.g. music and dance professionals), independent professionals
- Ministries: Culture; Social Development and the Family; Tourism and Crafts; Interior, National Education, Higher Education, Higher Training and Scientific Research; Foreign Affairs and Cooperation
- Local governments of 10 Provinces
- Academic sector: Cultural Heritage Expertise Centre (University Network)
- NGOs, associations, cooperatives and community leaders

LOCAL IMPLEMENTATION PARTNERS :

- Ministries: Culture; Foreign Affairs and Cooperation; Tourism and Crafts; Interior; Social Development, Family and Solidarity; Communication; Mines and Energy; Finance and Economy; National Education, Higher Education, Higher Training and Scientific Research; Habous and Islamic Affairs; Housing, Urbanism and Space Planning
- Agency for the Promotion and Economic and Social Development of the Southern Provinces of the Kingdom of Morocco
- High Commissioner for Planning
- Public and private media
- NGOs and civil society
- Universities, institutes, research centres through the Cultural Heritage Expertise Centre
- Foundations and public and private institutions
- Entrepreneurs

ALIGNMENT TO NATIONAL PRIORITIES :

The Joint Programme is aligned to Outcome A of the United Nations Development Assistance Framework (UNDAF) for 2007-2011 (“organizational conditions improve the protection and enhancement of natural and cultural heritage to further human development”), to multiple other national strategies in its thematic areas, including the national cultural strategy, the 2010 Vision for Tourism and the 2015 Strategy for Handicrafts, and to the strategies of the Agency for the Promotion and Economic and Social Development of the Southern Provinces of the Kingdom of Morocco

SUCCESS STORIES :

❖ Cultural heritage, a national affair

Greater awareness about the importance of culture for development among policy makers and cultural managers has been achieved through the establishment of a strategy and charter for the promotion and safeguarding of cultural heritage, following a participatory process between governmental and non-governmental actors.

❖ Incorporation of cultural heritage and gender into local strategic planning

A significant step has been made towards achieving MDGs 1 (poverty reduction) and 3 (gender equality) by strengthening the role of culture and women in local socio-economic development following the incorporation of priorities promoting cultural heritage and gender into the community development plans of four pilot municipalities located in the Southern Oasis.

❖ Women and communal elections in 2009 in the region of Guelmin, Assa and Tata

Socio-economic development has been fostered and progress made towards achieving MDGs 1 (poverty reduction) and 3 (gender equality) by supporting the political representation of women in the region of Guelmin, through information and awareness campaigns on the role of women in development processes, as well as capacity-building activities targeting elected women. Women’s political participation in this remote region of the country, for the first time, guarantees local democratic development, creates jobs, and also ensures that the needs of all the population are met by including gender-related concerns into local development plans and strategies.

FOR FURTHER INFORMATION:

- Joint Programme website :
http://rabat.unesco.org/article.php3?id_article=1939
- MDG-F website :
<http://www.mdgfund.org/program/culturalheritageandcreativeindustriesvehicledevelopmentmorocco>