



United Nations  
Educational, Scientific and  
Cultural Organization



**MDG** **F**  
MDG ACHIEVEMENT FUND

« The Dahshur World Heritage  
Site Mobilization for Cultural  
Heritage for Community  
Development »

MDG-F Culture and Development  
Joint Programme implemented in

**EGYPT**

<p><b>DURATION :</b> April 2009 – April 2013</p>	<p><b>CONTRIBUTION TO MDGS :</b></p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p>ERADICATE EXTREME POVERTY AND HUNGER</p> </div> <div style="text-align: center;">  <p>PROMOTE GENDER EQUALITY AND EMPOWER WOMEN</p> </div> <div style="text-align: center;">  <p>ENSURE ENVIRONMENTAL SUSTAINABILITY</p> </div> <div style="text-align: center;">  <p>A GLOBAL PARTNERSHIP FOR DEVELOPMENT</p> </div> </div>
<p><b>UN PARTNERS :</b> UNESCO, UNDP, ILO, UNIDO, UNWTO</p>	
<p><b>BUDGET :</b> 3.1 million USD</p>	

**OVERVIEW :**

The Joint Programme aims to ensure the sustainable development of the Dahshur component of the World Heritage (WH) property of Memphis and its Necropolis in the framework of the national master plan to conserve cultural heritage in Egypt, by enhancing capacities to manage the area, by supporting local entrepreneurship and job opportunities in the creative industries and cultural tourism sectors, and by promoting public awareness of the value of the area for social development.

**Specific objectives :**

To preserve and promote the sustainable development of the Dahshur component of Memphis and its Necropolis and the surrounding community, namely through:

- Community development and employment generation
- Effective preservation of the archaeological site and surrounding natural resources
- Development of cultural awareness among the surrounding community and among Egyptians more generally through cultural appreciation and awareness efforts in coordination with the Supreme Council of Antiquities

**DIMENSIONS ADDRESSED BY THE JOINT**

**PROGRAMME:**

- Economics
- Heritage
- Communication
- Environment
- Gender equality

**CULTURAL DOMAINS COVERED :**

- Cultural and natural heritage
- Visual arts and crafts
- Design and creative services
- Tourism

**INTERNATIONAL CULTURE CONVENTIONS COVERED :**

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

**GEOGRAPHICAL SCOPE :** the Dahshur component of the World Heritage Site of *Memphis and its Necropolis – the Pyramid Fields from Giza to Dahshur*, and the five surrounding villages

## SNAPSHOT OF MAIN ACTIONS TO DATE :

- **Enhanced capacities to manage and preserve the Dahshur component of the WH property:** Dahshur Spatial Tourism Plan finalized and approved by the Government (USD 8.3 million allocated by the Government for the implementation of the Plan); ecological assessment and water analysis of Dashur Lake conducted; submission made to the Egyptian Environmental Affairs Agency for Dahshur Lake to be declared a nationally protected area; 45 officials of the Supreme Council of Antiquities trained in management and conservation of archaeological and World Heritage properties; archaeological and historical mapping of the entire Dahshur area conducted; database created on the antiques of Dahshur; Local Economic Development (LED) Forum created in Dahshur to ensure community participation in defining common priorities for the area
- **Enhanced job opportunities in the creative industries and cultural tourism sectors, especially for women:** large scale capacity-building of Dahshur locals in numerous domains: cultural industries (275 women and 55 men trained in traditional handicraft production), cultural entrepreneurship (170 entrepreneurs provided with micro-credits and Business Development Services and 100 locals, mostly women, earning incomes for the first time), cultural tourism (over 3000 locals trained in areas including customer care, English, SME development in the tourism sector); participation of local producers in trade fairs; awareness-raising sessions conducted for 360 locals on the touristic value of the area

## BENEFICIARIES :

**Direct: 4 900 – 39 % women**

**Indirect: 40 000 – 46 % women**

- Dahshur community
- Private sector (cultural industries, artisans, cultural entrepreneurs, SMEs)
- Ministries (Culture, Tourism, Trade and Industry, Environment) and local authorities
- NGOs, civil and community associations and leaders

## LOCAL IMPLEMENTATION PARTNERS :

- Ministries: Culture (Supreme Council of Antiquities till December 2011, then the Ministry of State for Antiquities), Tourism, Trade and Industry, International Cooperation, Foreign Affairs
- National agencies: Social Fund for Development, Egyptian Environmental Affairs Agency

## ALIGNMENT TO NATIONAL STRATEGIES :

The Joint Programme is aligned to multiple national strategies: Outcome 3 of the United Nations Development Assistance Framework (UNDAF) for 2007-2011: “By 2011, unemployment and underemployment are reduced and worst forms of child labor are eliminated”, Common Country Assessment (CCA) 2005, the Memphis Necropolis Management Plan, the National Tourism Development Plan for 2010-2020, and the 2005 Egypt Human development Report.

## SUCCESS STORIES :

### ❖ Promotion of creative industries

Economic development, environmental sustainability and women’s empowerment have been fostered in Dahshur through the promotion and strengthening of cultural industries, in view of enhancing cultural tourism, following an inclusive four-day workshop in which 200 locals, including 140 women, were trained to produce and sell handicrafts to local NGOs using raw materials, namely palm tree branches and leaves, thereby creating local jobs and incomes and fostering a new community of artisans and handicraft producers ready to brand products.

❖ Small and medium-sized enterprises (SMEs) created

Poverty has decreased in rural villages through job and income creation and women's empowerment, with 90 entrepreneurs (40% women) receiving micro credits, business development services and trainings in various areas, namely marketing and entrepreneurship, to establish or upgrade small and medium-sized enterprises. A revolving fund has also been created to ensure the sustainability of the project and support other villagers.

❖ Traditional handicrafts production

The achievement of MDGs 1 (poverty reduction), 3 (gender equality) and 7 (sustainable development) was supported in Dahshur through an intensive six-month training course on handicraft production organised by local NGOs for 20 jobless women, enabling them to gain a living by producing and selling quality handicrafts made from reeds, while at the same time contributing to reducing environmental problems caused by agricultural waste.

**FOR FURTHER INFORMATION :**

MDG-F website :

<http://www.mdgfund.org/content/dahshurworldheritagesitemobilizationculturalheritagecommunitydevelopment>