



United Nations
Educational, Scientific and
Cultural Organization



« Promoting Cultural Initiatives
and Industries in Senegal »

MDG-F Culture and Development
Joint Programme implemented in

SENEGAL

DURATION : September 2008 – December 2012	CONTRIBUTION TO MDGS :    
UN PARTNERS : UNESCO, UNDP, UNWTO, UNIDO, UNFPA	
BUDGET : 6.5 million USD	

OVERVIEW :

The Joint Programme aims to foster socio-economic development by supporting the implementation of national policies which promote the impact of culture on development and incorporate priorities related to human rights and vulnerable populations, by strengthening capacities to provide cultural services and enhance cultural and natural heritage, and by supporting job creation in the areas of cultural tourism and creative and cultural industries.

Specific objectives :

- Foster the implementation of national policies aimed at promoting culture as a vehicle for development
- Develop the Delta du Saloum and Bassari regions as venues for natural and cultural tourism, thereby creating jobs for young people and enhancing the visibility of both sites for their inscription on the UNESCO World Heritage List

DIMENSIONS ADDRESSED BY THE JOINT PROGRAMME :

- Economics
- Education
- Heritage
- Communication
- Social
- Environment
- Gender equality

CULTURAL DOMAINS COVERED :

- Natural and cultural heritage
- Intangible cultural heritage
- Performance and celebration
- Visual arts and crafts
- Audio-visual and interactive media
- Design and creative services
- 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 :

2 regions : Bassari and Delta du Saloum

SNAPSHOT OF MAIN ACTIONS TO DATE :

- **Strengthened capacities to provide cultural services and to develop cultural tourism:** capacity-building workshops organized and curricula developed for the professional training of Community Multimedia Center (CMC) staff (those Centers provide public access to information technologies and communication); renovation/construction of 4 CMCs; identification of training needs in tourism, hotels and restaurants; inscription of the Delta du Saloum on UNESCO's World Heritage List (June 2011); accelerated growth strategy on "Tourism-Cultural Industries-Handicraft" developed; national cultural agenda revitalized
- **Cultural employment fostered in the cultural industries:** legal status of artists recognized in the Delta du Saloum; 2 Grand Ballets created; cultural actors trained in copyright law, contract negotiation, show management and onstage performance techniques; support for the creation of cultural SMEs (ex. trainings in management of cultural enterprises, hotel operations); capacity-building workshops organized for artisans; general inventory of tangible and intangible heritage established; institutional support provided to the Department of Cultural Heritage (Ministry of Culture)
- **Strengthened capacities to promote environmental protection and enhance natural resources:** capacity-building workshops on natural resources management organized for 50 local elected representatives, management strategy developed for the Delta du Saloum Biosphere Reserve, environmental studies produced on the Delta du Saloum and Pays Bassari
- **Greater community-awareness about human rights and gender considerations:** gender equality law developed; 33 communities sensitized about Gender Based Violence (GBV) (through radio broadcasting, skits, songs, sermons, and the creation of GBV monitoring and warning committees) with the involvement of administrative, political and religious authorities; 33 CMC personnel trained in gender equality and human rights; 60 women leaders trained in human rights to encourage abandoning harmful practices such as circumcision

BENEFICIARIES :

Direct: over 232 640 individuals – 39% women; 100 institutions (including 30 NGOs and associations)

Indirect: 376 100 – 45% women

- Population of the two targeted regions of intervention – namely Afro-descendants, ethnic minorities, youth, university students and women
- Local authorities
- Private sector
- Centres of public education
- Ministries: Culture and Francophony; Environment; Higher Education, Universities, Regional University Centres and Scientific Research; Tourism; Economy and Finance; Trade; Health; Mining, Industry and Small and Medium Enterprises; Women

LOCAL IMPLEMENTATION PARTNERS :

- Ministries: Economy and Finance; Culture and Francophony; Environment; Tourism; Family Affairs, Food Security, Women's Entrepreneurship, Micro-finance and Early Childhood; Communication; Higher Education, Universities, Regional University Centres and Scientific Research; Mining, Industry and Small and Medium Enterprises
- Technical Partners: Regional Development Agency, National Agency for Agricultural and Rural Commercialization, National Programme for Local Development, Copyright Office of Senegal, Prefectures, Cultural Centres, Development Advisers for economic and local initiatives, textile fibre development companies
- Local authorities: rural community bodies, Regional Councils, municipal authorities
- Non-State actors: local community organizations, Professional Union of Hotel and Tourist Institutions of Senegal, Multimedia Community Centers
- Development partners (e.g. USAID, Switzerland, Konrad Adenauer Foundation)
- Local private sector: Chambers of Commerce, hotel sector, craft workers, women's groups

ALIGNMENT TO NATIONAL PRIORITIES :

The Joint Programme:

- Contributes to the implementation of Outcome 1 of the United Nations Development Assistance Framework (UNDAF) Document for 2007-2011: “creating wealth and combating hunger for sustainable development”
- Is anchored to the United Nations Strategy for Growth and Poverty Reduction (DRSP II) for 2006-2010 in Senegal
- Supports the Government in its efforts to implement the Poverty Reduction Strategy and the Senegalese Participatory Local Development Programme (PNDL)

SUCCESS STORIES :

❖ Inscription of the Delta du Saloum on the World Heritage List

The tourist potential and safeguarding of Senegal’s cultural heritage have been strengthened by inscribing the Delta du Saloum on the World Heritage List in June 2011, thereby recognizing the universal value of shell mounds built millions of years ago and enabling income-generating activities based on cultural tourism, particularly for women, with a view to fostering socio-economic development in the region.

❖ Promoting private initiatives and cultural industries

Cultural industries and the private sector in the region of the Delta du Saloum have been strengthened through official recognition of the legal and social status of artists in the Delta, thus fostering local socio-economic development. Indeed, this statute guarantees artists a place in society and the possibility to live off their profession, and also encourages young people to stay in the region to take advantage of economic opportunities linked to arts.

❖ Setting up frameworks for sector consultations

Economic development in the two targeted regions of intervention has been fostered through the organization of sector consultation frameworks between local economic actors following a participatory methodology involving, for each sector, the identification of actors, the establishment of a sector focus group to coordinate and harmonize interventions, an assessment of strengths, weaknesses, opportunities and threats, the establishment of strategic planning, and the adoption of a plan of action and M&E framework.

❖ Trainings on professional regulations organized for cultural actors

The well-being and working conditions of cultural actors in Kédougou have improved following their participation in training and awareness workshops on intellectual property, contract negotiation and concert management. Indeed, they have obtained new technical and managerial skills, leading to higher quality performances and better visibility. Moreover, these actors have been sensitized on the need to organize and professionalize themselves to live off their art.

❖ Initiation of cultural actors to intellectual property law

Capacity-building of cultural actors has been achieved at the local level through training workshops organized by the Senegalese Office of Copyright (BSDA), in partnership with UNESCO, where audiovisual materials in traditional languages were used. As a result, cultural actors better understand copyright issues and know how to draft contracts, thereby allowing them to formalize working relationships to obtain greater incomes and visibility.

FOR FURTHER INFORMATION:

- Joint Programme website :
<http://www.culture-developpement-senegal.org/>
- MDG-F website :
<http://www.mdgfund.org/program/promotinginitiativesandculturalindustriessenegal>