



United Nations
Educational, Scientific and
Cultural Organization






MDG ACHIEVEMENT FUND

« Heritage, Tradition and
Creativity for the Sustainable
Development of Mauritania »

MDG-F Culture and Development
Joint Programme implemented in

MAURITANIA

DURATION : February 2009 – February 2013	CONTRIBUTION TO MDGS :   
UN PARTNERS : UNESCO, UNDP, UNFPA	
BUDGET : 7.5 million USD	

OVERVIEW :

The Joint Programme aims to reduce poverty by creating employment and income opportunities in the cultural tourism sector through efforts to safeguard, promote and enhance the country's cultural heritage and products, as well as actions to support cultural enterprises.

Specific objectives :

- Foster development through an inclusive process benefiting poor and vulnerable groups, by enhancing national cultural resources that have a strategic value for the country
- Demonstrate the effectiveness of a coherent and targeted investment in the cultural potential of the country for the establishment of activities that generate equitable and sustainable development, in line with the diversity of cultures upon which the country's national identity is built

DIMENSIONS ADDRESSED BY THE JOINT PROGRAMME:

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

CULTURAL DOMAINS COVERED :

- Cultural and natural heritage
- Intangible cultural heritage
- Performance and celebration
- Visual arts and crafts
- Books and press
- 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 :

3 regions: Adrar, Assaba, Nouakchott

SNAPSHOT OF MAIN ACTIONS TO DATE :

- **Improved commercialization of cultural and touristic products:** new gender-sensitive database on the production and consumption of cultural goods and services; reports elaborated on the potential development of cultural and touristic products; study conducted to identify key artisanal products and their forms of labeling; support provided to the creation and operationalization of interpretation centers in Chinguitti, Banc d'Arguin and Nouakchott
- **Cultural events organized:** 3 regional festivals (on cultural diversity, traditional music and gospel), intercultural weeks, fairs, exhibitions, national thematic days (namely on traditional costumes and gastronomy)
- **Cultural and tourism enterprises supported:** micro-credit line established for local cultural tourism and handicraft activities (namely in Adrar, Assaba, Nouakchott and Banc d'Arguin); enrichment and diversification of tourism routes by supporting the production and commercialization of handicrafts (in particular jewelry, fabrics and paintings) that meet quality criteria; training sessions in cultural tourism, marketing, and information and communications technology
- **Strengthened capacities to manage, safeguard and enhance cultural heritage:** methodology established and 20 people trained in inventory and cultural heritage conservation; evaluation conducted on the culture sector and targeted MDGs in the Joint Programme's areas of intervention; support to the enhancement of Mahadras (traditional schools); conservation of ancient manuscripts

BENEFICIARIES :

Direct: 2 571 – 86% women

Indirect: 5 115 – 60% women

- Women
- Young people
- NGOs
- Economic operators (in the culture, tourism and craft sectors)

LOCAL IMPLEMENTATION PARTNERS :

- Ministries: Culture, Youth and Sports; Trade, Handicrafts and Tourism; Economics and Finance
- Private operators in the handicraft and tourism sectors, including chambers of commerce, regional and national federations, and consultant firms
- Civil society (women associations, youth associations, cultural associations, artisans etc.)
- Local administrative authorities, local leaders, traditional chiefs
- Press and media

ALIGNMENT TO NATIONAL PRIORITIES :

The Joint Programme is aligned to national strategies, namely the United Nations Development Assistance Framework (UNDAF) for 2009-2011 and the Strategic Poverty Reduction Framework (SPRF).

SUCCESS STORY :

Gospel (Atar), traditional music (Kiffa) and cultural diversity festivals (Nouakchott)

Enhanced national cohesion, women's empowerment and employment generation in the culture sector, thereby fostering socio-economic development, following the establishment of a dozen regional/national cultural festivals promoting intangible cultural heritage and building the capacities of women's associations, crafts groups, and associations of artists to enable them to organize large-scale cultural events. Two of these festivals have inspired new television shows, as a result increasing the professionalism and revenues of festival organizers while also creating new employment opportunities for young talents. Moreover, to build on the success of the cultural diversity festival organized in Nouakchott, the Ministry of Culture announced its commitment to sustaining the festival and a regional festival (in Mauritania, Mali and Senegal) on the Soninke culture will also take place.

FOR FURTHER INFORMATION :

MDG-F website:

<http://www.mdgfund.org/program/heritagetraditionandcreativitysustainabledevelopmentmauritania>