



United Nations  
Educational, Scientific and  
Cultural Organization



- Slave Route: Resistance, Liberty, Heritage
- Assume the past, understand the present
- Build the future together



### Promotion of common heritage through the Slave Route Project

© Laura Facey, Their Spirits Gone Before Them by Laura Facey

<b>Geographical area coverage/country recipient(s)</b>	Africa, Caribbean, Indian Ocean Islands, North America, South America.
<b>Duration (months)</b>	36 months (2015-2017)
<b>Name and unit of project officer</b>	Virginie Accatcha, CLT/HER/HMD
<b>Partner institutions</b>	
<b>Total estimated budget inclusive of Programme Support costs (13%)</b>	<b>3,500,000 USD</b>

### Rationale and background

UNESCO responded to the expectations of the international community regarding this human tragedy, in 2010, by adding the subtitle "**Resistance, Freedom and Heritage**" to *The Slave Route Project*. Slavery and the slave trade are now recognized as crimes against humanity and a shared universal heritage. Thus, UNESCO is placed firmly within a framework of continuity and renewal.

**Continuity:** the initial objectives defined for the project prove to be more relevant than ever and continue to respond to expectations from different regions of the world. The achievements of this project, launched by UNESCO in 1994 at Ouidah, Benin, on the initiative of the Republic of Haiti and African States, are many and varied. To note only the main accomplishments, we can cite the substantial contribution of the project to the recognition of the slave trade and slavery as a "*crime against humanity*" during the World Conference against Racism in Durban (South Africa) in 2001; the proclamation of 2004 as the International Year to Commemorate the Struggle against Slavery and its Abolition in celebration of the 200th anniversary of the Haitian Revolution; the proclamation of the 23 August as the International Day for the Remembrance of the Slave Trade and its Abolition; the publication of numerous reference books on this subject and broadening of the scope of research in the Mediterranean, the Red Sea, the Indian Ocean, the Middle East and Asia, etc. Drawing on these achievements, we must now explore new ways to deepen the discussions started on the issues of memory and history and reinforce the impact of actions.

**Renewal:** On the occasion of the twentieth anniversary (1994-2014) of the "The Slave Route Project" it is important to further anchor this multidisciplinary and intersectoral programme in the present in order to contribute to the debate on the future of multi-ethnic and multicultural societies, the conditions of reconciliation, and the rapprochement of peoples. It is for this purpose that a new strategy has been defined for the project in order to reinforce its intersectoral work, diversify its strategic partnerships, and improve communications and visibility.

### **Why UNESCO?**

*The project responds to the mandate of UNESCO to fight against ignorance and to promote mutual understanding through education, culture, science and communication*

The need to break the silence on the tragedy of the slave trade and slavery is at the heart of the new strategy, which through cultural interactions constitutes a remarkable contribution to UNESCO's efforts to build peace in the minds of men. In addition, this project contributes to the fight against racial prejudice, racism and discrimination.

*UNESCO has a long and rich history and possesses a wide network of partners in diverse sectors, as well as internationally recognized credibility. The experience acquired by UNESCO in managing multi-sectoral projects and its ability to mobilize members (195 Member States and 8 associate members) makes it the ideal, strategically placed institution for the implementation of the project's activities. Indeed, the expertise accumulated over 20 years is a valuable and unique asset that will be decisive in the success of the new directions taken by the Member States.*

Recognizing this, the Member States of UNESCO reiterated their interest and support for the "**The Slave Route Project**" at various sessions of the Executive Committee, and reaffirmed its desire to strengthen its operational activities, thus also reflecting the calls by members of the International scientific Committee (ISC) in this regard.

Similarly, the new guidelines established for the "**The Slave Route Project**" take into account the results of the implementation of the Durban Declaration and Programme of Action (2001), and monitoring of the *International Year for People of African Descent* (2011). They also take into account the recommendations of the various summits and conferences on the African Diaspora such as the African Union's First Summit of the African Diaspora (May 2012), the Ibero-American Summit, Salvador, Bahia (November

2011) and the World Summit for People of African descent (Honduras, August 2011). Finally, these guidelines are incorporated within the preparation of the United Nations Plan of Action for the Decade of People of African Descent (2015 to 2024).

These targeted actions will contribute to strengthening the work of UNESCO in its various sectors of activities:

- Culture: through the promotion of tangible and intangible heritage related to slave trafficking and slavery and cultural expressions emanating from this history
- Education: through the development of pedagogical approaches and tools to enhance teaching
- Social and Human Sciences: through the deconstruction of prejudices against people of African descent and the fight against racism and discrimination;
- Communication and information: through the development of an information and communication strategy and the use of ICT to achieve wider awareness.

### **General objective**

To promote knowledge of the slave trade and slavery and the common heritage from this human tragedy to facilitate reconciliation, mutual understanding and the co-existence of people in current and future societies.

### **Specific objectives**

Relative to each sector, the following specific objectives are to be achieved:

- Reinforce the capacity of local populations and especially women to develop pathways of memory that can facilitate tourism, so as to generate income and boost local development;
- Create an Atlas of Interactions to map the African presence in the world;
- Reinforce the teaching of the slave trade and slavery in formal and non-formal education.

### **Proposed activities to achieve the desired results**

#### **COMPONENT 1 : MEMORY TOURISM AND THE EMPOWERMENT OF WOMEN**

This component addresses the development and implementation of policies relating to memory tourism. The development of training modules for capacity building of local people, and especially women, is foreseen on the basis of directions from the methodological guide for management of sites and places of memory developed by UNESCO, with a view to putting in place routes of memory that can facilitate interaction, local development and validation of their cultures and identities.



© UNESCO/Jim Williams, Fortifications on the Caribbean coast of Panama Portobelo San Lorenzo

## Activities

- Organization of 10 pilot training workshops in different regions (Africa, Latin America and the Caribbean) for the conservation and management of sites and places of memory
- Innovative training of women to strengthen their capacity to meet the demands arising from memory tourism. Introduction to the management of formal and informal structures for the development of tourism respectful to their identity and their environment, and also responding to their needs.

## COMPONENT 2: ATLAS OF INTERACTIONS AND THE AFRICAN DIASPORA

This component aims to translate the results of extensive research in the form of an *Atlas* to show in a significant, illustrative manner, the impressions and influences of African cultures (languages, spirituality, arts, food, clothing and apparel, etc.). It will trace and map African presence in the world, and interactively demonstrate its distribution in the different regions of the world through the creativity of African slaves in music and musical instruments, and the impact of African religion and spirituality present in the Americas and the Caribbean, along with African scientific and technological contributions.



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## Activities

- Collection of the main results of scientific research on African influences in the world;
- Realization of a multidimensional cultural cartography mapping interactions related to the culture of trafficking and slavery;
- Development of an interactive internet platform to illustrate sites of memory, cultural interactions and worldwide African presence.

## COMPONENT 3 : REINFORCEMENT OF THE TEACHING OF THE SLAVE ROUTE AND THE HISTORY OF SLAVERY

This component aims to strengthen the teaching of the history of the slave trade and slavery through the introduction of new policies and educational approaches. To this end, three types of activities will be carried out, including the production of teaching kits.



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## Activities

- Collection and analysis of best practice teaching methods on topics relating to the slave trade and slavery in different regions of the world. Based on this study, define approaches and innovative methodologies adapted to different situations to improve the teaching of this subject in formal and non-formal education.
- Production of an educational kit on the slave trade and slavery, integrating different materials produced by the "**The Slave Route Project**" (films, educational booklets, publications, etc.) which could serve as a model.
- Organization of sessions featuring exchanges with young people and education on the topic, featuring the participation of artists to raise awareness of this history and common heritage.

## *Impact and indicators of quality*

The table below provides a brief overview of some of the expected results of these activities, their impacts and performance indicators.

**Table of expected results, impacts and indicators**

Expected results	Impacts	Indicators
<b>Initiation and implementation of actions aimed at the promotion of memory tourism and the empowerment of women</b>	Tourist circuits and sites related to slave trafficking are better identified, inventoried and better valued	<ul style="list-style-type: none"> <li>- Photos and films of tourist sites and circuits</li> <li>- Clippings and copies of programmes on tourist circuits and sites</li> <li>- Reports on studies and training provided</li> </ul>
	A growing passion for knowledge of the slave trade and slavery	<ul style="list-style-type: none"> <li>- Number of visitors at tourist circuits and sites</li> </ul>
	An increase in women's income is noted as a result of various activities conducted along the tourist circuit and sites, etc.	<ul style="list-style-type: none"> <li>- Evidence of women regarding their increase in revenues</li> <li>- Financial statements of these women</li> </ul>
<b>Preparation and circulation of an Atlas of interactions featuring the African Diaspora</b>	The contributions of Africa and its diasporas to the construction of modern science and technology are better known	<ul style="list-style-type: none"> <li>- Effective functioning of the Atlas website</li> <li>- Number of visitors to the dedicated Atlas website</li> <li>- E-mails and other visitor reactions to the website</li> </ul>
	Proud of their past, Africans and people of the Black Diaspora increase their contributions to the progress of science and technology in the modern world	<ul style="list-style-type: none"> <li>- Increase in the number of articles and scientific contributions of Africans and people of the Black Diaspora</li> </ul>
<b>Organization of a Festival of cultural interaction on "African Diasporas of Yesterday and Today".</b>	Strong public enthusiasm around the organisation of the festival	<ul style="list-style-type: none"> <li>- Report on the progress of the festival, statistics on the number of spectators</li> </ul>
	Cultural development partnerships are forged between Africa and its diasporas	<ul style="list-style-type: none"> <li>-Quantitative and qualitative increases in cultural events between Africa and its diasporas</li> </ul>
<b>Initiation and implementation of support for formal and informal education on the slave trade and slavery topics in the countries concerned</b>	Pupils and students know more about the history of the slave trade and slavery	<ul style="list-style-type: none"> <li>-The theme of slavery is factored into educational programmes in Africa and in the countries concerned</li> <li>-The number of class hours devoted to the teaching of the slave trade and slavery is multiplied</li> </ul>
	A rich literature (literary works, pedagogical manuals, etc.) on the slave trade and slavery thrives in the countries concerned	<ul style="list-style-type: none"> <li>- Number of textbooks produced in the countries affected by the slave trade and slavery</li> </ul>

<b>Development and implementation of a project strategy for information and communication at international and national levels.</b>	- Project visibility and understanding are ensured	- Clippings, copies of programmes, communication tools, etc.
	- Strong public engagement and great popular enthusiasm noted around the project activities	- Number of people (visitors, spectators, listeners, etc.) involved in project activities

### *Recipients and stakeholders*

#### **Memory tourism and the empowerment of women**

Local communities, museums and managers of sites and places of memory related to the slave trade and slavery

Officials and stakeholders of tourism and development (tour operators, tourism agencies, associations and women's groups)

#### **Dissemination of research results**

Research centres and institutes, universities, heritage centres, museums, students, researchers, cultural professionals, the general public

Member States, national committees for the project "**The Slave Route**", etc.

Academic and extracurricular establishments, educational institutes, trainers, youth groups, pupils and students

Associated Schools of UNESCO (TST), museums and socio-cultural centres.

## Global strategic approach

Based on the inter-regional scope of the project, the proposed strategic focus aims to explore concepts of interculturality and transculturality to reveal, over the long term, the historical links and complex processes of interaction and cultural creativity that today unite different peoples affected by the slave trade and slavery. In response to the aspirations of grassroots communities, the project will increase awareness of the history of Africa, as well as the contributions of peoples of African descent to the progress of humanity and the construction of modern societies. To this end, better links will be established with the project "*Pedagogical Use of the General History of Africa*" (development of volume IX) to facilitate mutual understanding between Africa and its diasporas on one hand and, between Africans and peoples of other continents, on the other.

### To achieve this, three areas will be prioritized:

- Memory tourism and women's empowerment: the project aims to promote memory tourism and the strengthening of national capacities for the preservation and promotion of cultural and natural heritage linked to the slave trade and slavery in Africa, the Americas and the Caribbean. A particular emphasis will be placed on finding innovative solutions to empower women through income-generating activities around memory tourism;
- dissemination of research results: capitalization on the results of extensive research regarding various aspects of the issue and their presentation in the form of an *Atlas of Interactions and of the African Diaspora*, which will permit interactive visualization and illustration of the close links that exist between Africa and the Americas, the Caribbean, Europe, Indian Ocean, Asia and the Arab-Muslim world;
- dissemination of research results: the development of a set of guidelines, pedagogical tools and training modules, on the basis of learning already acquired, to support formal and non-formal education in the countries concerned by the slave trade and slavery.

## Sustainability and exit strategy

### This project will be implemented in a favourable environment through:

- Discussions held in the context of the 2010 International Year for the Rapprochement of Cultures, which have deepened international debate on the contribution of different cultures to the rich diversity of the world and the conditions for a rapprochement between peoples sharing a painful history;



- The celebration of the Bicentennial of the Independencies of Latin America and the fiftieth anniversary of African independence
- The International Decade for People of African Descent (2015 to 2024)

The following additional actions are foreseen:

- strengthening of national capacities to ensure progressive local management, allowing the development/improvement of skills and especially the sustainability of projects according to local needs as well as the new guidelines of the Committee;
- support of activities by governmental organizations, national authorities, local governance and key project stakeholders, while relying on the various international, national or regional networks;
- monitoring via SISTER to track implementation of projects through performance indicators;
- biennial evaluation of the Slave Route Project by members of the International Scientific Committee, as well as the relevant administrative and financial services of UNESCO.