


Aswan Monitoring Report

LAND OF GOLD





ABOUT ASWAN

A city on the Nile River, in the south of Egypt. It has been southern Egypt's strategic and commercial gateway since antiquity.

- Aswan is characterized by **cultural diversity**, arts and crafts
- Aswan has number of **universities** and schools
- Aswan has number of **temples** (Temple of Abu Simbel - Villa Temple - Kalabsha Temple)
- It has number of **archaeological museums** as the Nubian Archaeological Museum
- It has a group of **Nubian villages** featuring traditional crafts and creative crafts
- Aswan has a **huge solar project**

WELCOME TO
Aswan
LAND OF GOLD



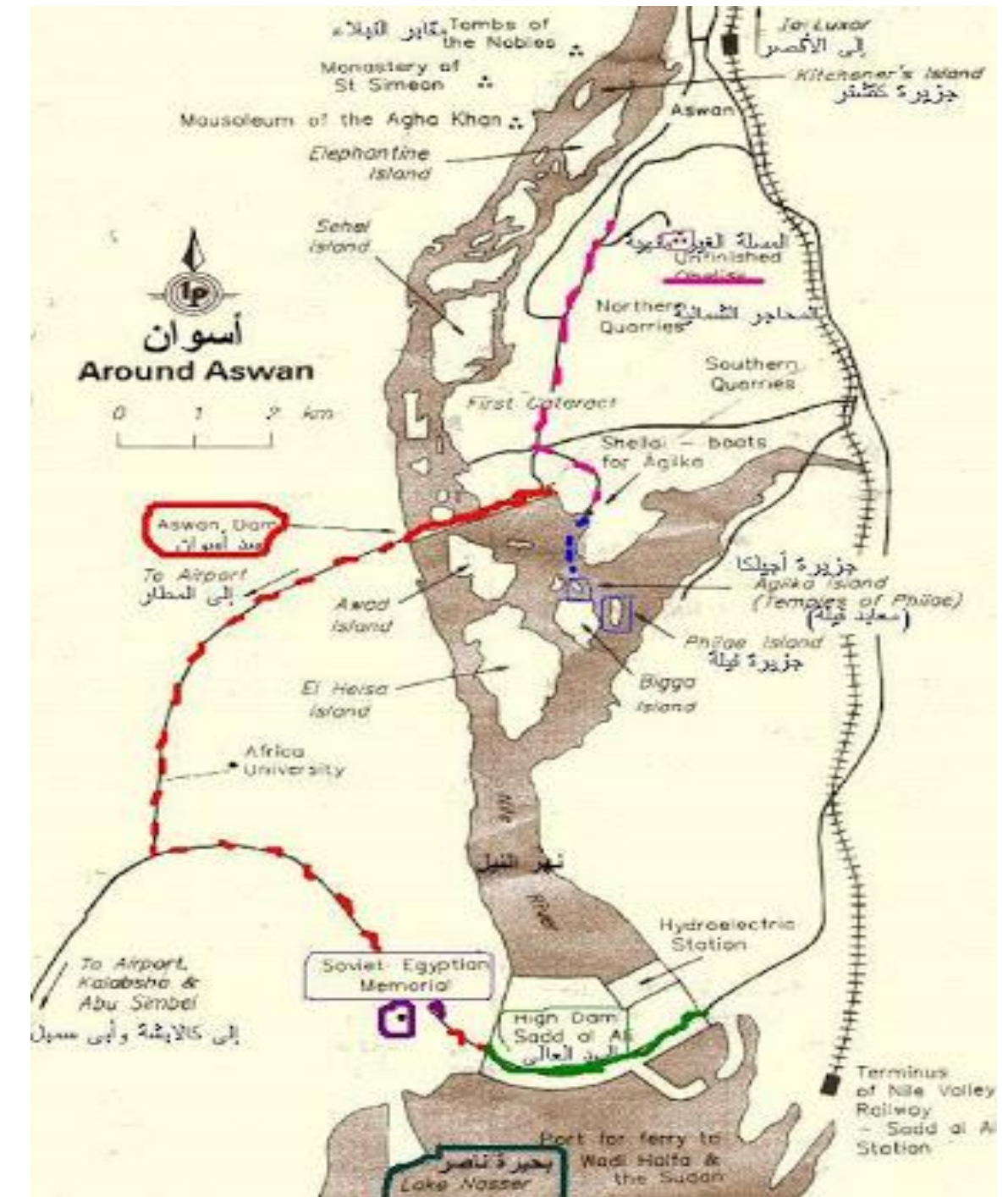
General Information

1. Name of the city: Aswan
2. Country: Egypt
3. Creative field: Crafts and folk Art
4. Date of designation: 2005
5. Date of submission of the current report: 20/02/2021
6. Entity responsible for the report: Aswan Governorate office through Dr. Mervat El Saman
7. Previous reports submitted and dates: two reports in 2005 and 2016.
8. Focal points of contact, including:

Dr. Mervat El Saman

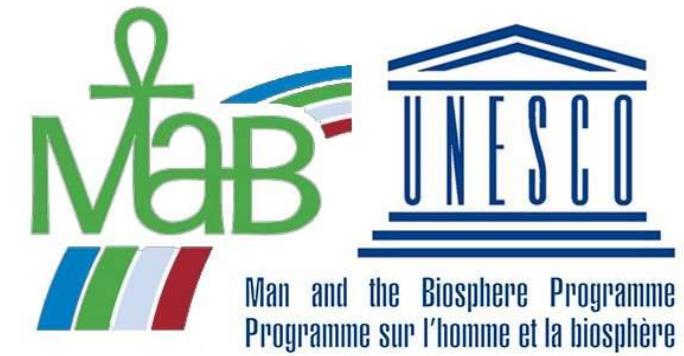
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ABOUT ASWAN

Aswan Connected



Aswan is a member

- In the Global Network of UNESCO Creative Cities 2004
- In the Global Network of UNESCO Learning cities 2017
- UNESCO In biosphere reserves
- In the Global Network of UNESCO Associated Schools 2002



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- Aswan is one of the first cities to participate in the Creative city Network 2005
 - Aswan is characterized by cultural diversity, arts and crafts
 - It is South of Egypt is located 900 km on the Nile River with number of temples and monuments
 - Temple of Abu Simbel - Villa Temple - Kalabsha Temple
 - The Aswan Museum has number of rare relics
 - The Nile Museum has holdings of the Nile civilization and is a cultural beacon
 - Aswan also has number of international hotels (Movenpick - Helnan - Cataract)
 - It has a group of Nubian villages featuring traditional crafts and creative crafts
 - It has distinct Nubian hotels
 - The city of Aswan has numbers of universities and schools
 - Aswan received the UNESCO Cities of Learning Award 2019
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Aswan Governor
Mr. Ashraf Attya

**CONTRIBUTION TO THE PROGRAMME'S
GLOBAL MANAGEMENT**

- **Number of UCCN Annual Conferences attended in the last four years (please note that a regular participation in the Conference is compulsory): 2 events**
- **Hosting of a previous or future UCCN Annual Conference: N/A**
- **Hosting of working or coordination meeting(s) addressed to one or more UCCN creative field representatives (including sub-network meetings): N/A**
- **Hosting of international conference(s) or meeting(s) on specific issues salient to the Creative Cities with a large participation of members of the Network: in the last part of the report**
- **Financial and/or in-kind support provided to UNESCO in order to strengthen the sustainability of the UCCN in different areas including management, communication and visibility (dates, types of contribution, factual or estimated amounts, main objectives, etc.): N/A**
- **Serving as cluster coordinator or deputy coordinator and period: N/A**
- **Participation in the evaluation of previous applications (number of applications evaluated per Call for Application), of previous Membership Monitoring Reports (number of reports evaluated per reporting exercise): 2 countries.**

**MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL AND
CITY LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN**


ASWAN CREATIVE YOUTH FORUM



Our Programs

- Preserving Aswan Culture and Traditions
- Green Schools and City
- Reinforcement the visual Identity of Aswan
- Investment and Digitalization

This Forum is under the Deputy of Aswan Governor and It is a youth volunteered and came together to find solutions for local challenges and to participate effectively in the decision makers



ROLE OF YOUTH IN CITIZENSHIP EDUCATION AND CULTURE

General Principles

- Strength the Global Citizenship and Sustainable Development
- Integration of Youth in Decision making and to find sustainable solutions for the local, national and global challenges
- Establish Social dialogue and space between Youth, Decision Makers and other stakeholders



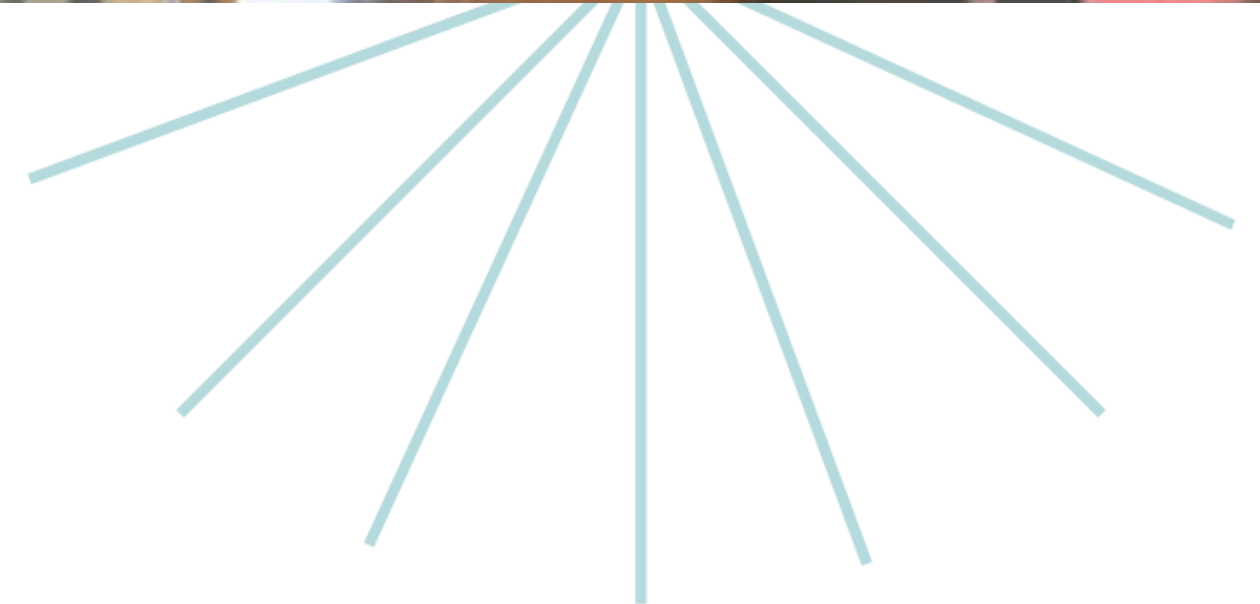
Reviving Heritage Handicrafts, Arts and Music Through Entrepreneurship

Introduction:

Aswan City with NGOs

Aswan and Om Habibeh Foundation (OHF), an Egyptian non-profit organization established in 1991. The foundation works in collaboration with international organizations of Aga Khan Development Network to support the social, economic, and civil society development of disadvantaged communities in Aswan Governorate. OHF empowers local capacity to advance healthcare, education, and income generation initiatives. In 2017 alone, OHF's long-term development programme reached over 60,000 people in the Aswan Governorate

Om Habibeh Foundation (OHF) is implementing a five-year skills development initiative in Aswan (ASDP). OHF project (ASDP) is funded by Aga Khan Foundation who works in collaboration with Global Affairs Canada and focuses on strengthening the quality and range of vocational and technical training programs, as well as professional development programs available to young women and men in Aswan Governorate.



Entrepreneurship and Self Employment

Aswan Connect, an innovative agnostic sector incubator established by OHF in 2017. The Hub provides incubation, business development services, mentorship, financial and market linkages. Since 2017, 28 microbusinesses started and 20 were led by women. One of the major sectors being supported through Aswan Connect is Entrepreneurship in heritage handicrafts, arts, and music to help young artisans generate sustainable income.

Aswan connect provided professional training program in entrepreneurship in arts and music and heritage handicrafts in collaboration with the international labor organization to 64 beneficiaries, 80% women received various training programs to build their entrepreneurial capacity starting from ideation and validation the business ideas, business modeling and business planning in addition to pitching and elevator skills.



OTHER YOUTH INITIATIVES



YOUR PROJECTS INITIATIVE

Aswan governorate in cooperation Projects Development Fund to promote free capital, economic empowerment of youth, and strengthening the principle of citizenship. Aswan gov will finance 4036 youth projects.



ASWAN YOUTH INNOVATE

In cooperation with universities , the initiative aim to capacitate and reinforcement youth to find innovative and sustainable solutions for strengthen the citizenship and preserving Aswan traditions and culture.



START WITH YOUR NEIGHBORHOOD INITIATIVE

A Youth initiative in cooperation with NGO "Nehmy Torasna" to transform Aswan into an aesthetic panorama that dazzles its visitors and tourists, for preserving the visual identity of the Aswan heritage and the environment and its various aesthetic elements.



Success stories

TPRAYA Art & Music Space

Ayat Abdel Naem is a Nubian young woman, that dreamed of establishing a co-working space for artisans, musicians, and handcrafters. Ayat with the help and support of Aswan Connect and 100,000 EGP seed grant, managed to turn a damp land into an artistic space in West Sohiel. Torya now hosts most of the artisans and musicians in Aswan and provides providing safe space especially for women and youth. Ayat is currently growing her business and established a Nubian guest house to promote for the Nubian culture and arts.

Fatma Al Zahraa another young Nubian woman passionate about reviving the old Nubian arts, especially reviving al Tambor instrument through training young women and men on playing Tambor and passing the heritage of manufacturing process of the Tambor from the old generation to the young generation. Fatma graduated from the entrepreneurship program and won a seed grant to help her establish her art and musical venture



ROLE OF CHILDREN

IN CITIZENSHIP EDUCATION AND CULTURE

Art Mile Mural

Aswan city "ElSalam Academy School " and Tokoyo city "Orio School" came together to create a piece of art that half of it represent Aswan cultures and another half represent Tokoyo. This Board to reinforce the identity and global citizenship.



The World We Want

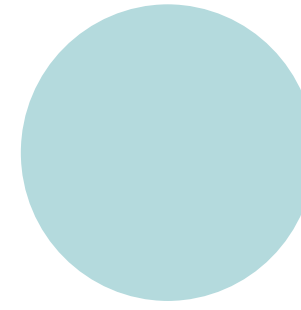
This initiative to capacitate the students on SDGs and Global Citizenship and to make them a global citizens.



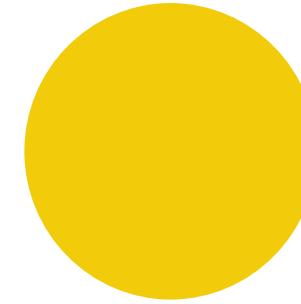
Green Eco-Friendly Schools

Aswan has furthermore implemented a 'Green Eco-Friendly Schools' project in 15 primary schools. Students plant and maintain gardens, learn about water conservation, and join up to lead healthy lifestyles

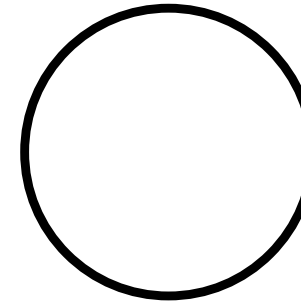
ROLE OF WOMEN IN CITIZENSHIP EDUCATION AND CULTURE



WOMEN LEADERSHIP AND PARTICIPATION IN CITIZENSHIP EDUCATION , EXAMPLE DEPUTY OF ASWAN GOVERNOR DR. GHADA ABOZAID



EQUAL OPPORTUNITIES AND WOMEN SUPPORT UNIT IN ASWAN



WOMEN CAPACITY DEVELOPMENT PROGRAM FOR PERSERVING HERTIGE AND TRADITIONS



ASWAN IS THE CAPITAL OF AFRICAN YOUTH



The President Sisi announces Aswan is the capital of African youth in 2019

Arab African Youth Forum in Aswan and National Youth Conference in Aswan



OHF held one of the biggest annual business plan competitions with an annual total prizes 1 million EGP every year with ASDP program to support them turning their business plans and ideas into real profitable businesses. Six winners from the arts and music track won seed grants through the competition and received incubation services including: mentoring and coaching programs, professional business management training, sharing experiences with successful entrepreneurs besides getting support to access financial and market linkages



Aswan annually hosts International Conferences and Festivals

As a part of culture and tradition preservation, and as part of global citizenship and education, Aswan hosts many of international conferences and festivals as....

- Aswan International Women's Film Festival
- International Festival of African Arts
- Aswan International Folk Art Festival
- Aswan International Festival of Sculpture on granite and Art of "Sambozim"
- Aswan International Festival of Arts and Culture



**MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY AND
INTERNATIONAL COOPERATION TO ACHIEVE THE OBJECTIVES OF
THE UCCN**

Learning to live sustainably in cities: Implementing ESD in linking Crafts to education in the Arab States

It's a regional conference held in Aswan, Egypt. Around 50 participants from more than 15 countries.

Aswan has put Education for Sustainable Development (ESD) at the centre of its learning city initiatives. The city complemented the theoretical programme with practical insights and gave opportunity to Conference participants to experience the learning city festival 'Reaching ESD through quality education', where schools and partners from around the city incorporate the SDGs in various projects focusing on Citizenship; and innovation



* Tunis Meeting of Cultural industries Development

Aswan city participated in the first West Arabic Countries Meeting about the development of cultural industries held in Tunis (26 to 29 March 2019) organized by ALECSO (Arabic league of education, culture and science organization) which invited all Arab Creative Cities including Aswan to launch an effective coordination and cooperation between those cities

* **Launching communication platform among Arab creative cities:** During Tunis meeting Aswan initiated a platform that links between Arabic creative cities through their focal points in order to: share best practices, exchange expertise and coordinate efforts related to meet UCCN objectives

World craft and Folk-Art capital summit forum in Suzhou, China, April 2019

The focal point attended this international forum to promote corporative initiatives between participating cities in crafts and folk art. Our participation included a presentation and showing craft samples in the accompanying International exhibition.



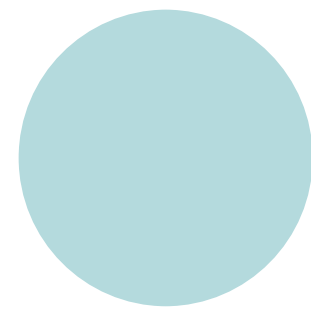
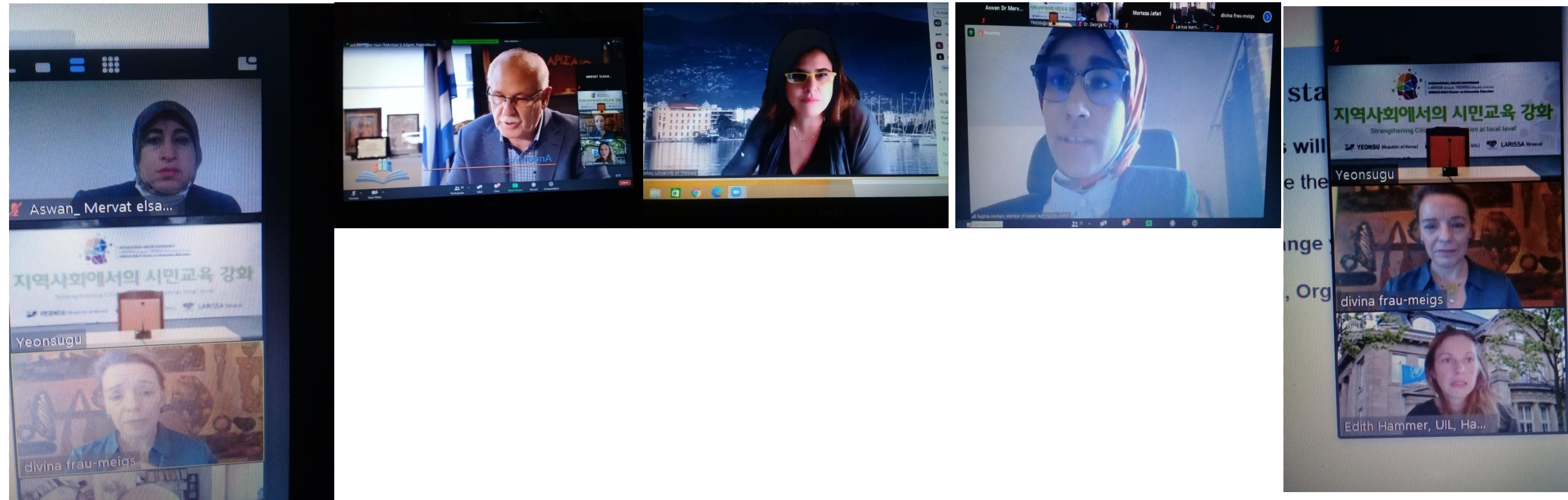
Visit from Weifang, China, 2019 for Partnership

Representatives from Weifang city visited Aswan to build partnership for exchange between both cities and support craftsmen and women



Participation in International Creative cities Workshop and XVII International Fair of Traditional Crafts, in Gabrovo, Bulgaria, 2019

Two representatives from Aswan city presented Aswan crafts and Culture.



CITIZENSHIP EDUCATION THAT ARE LINKED TO LOCAL TRADITION AND CULTURE





THANKS

Dr. Mervat el saman
Focal person for Aswan UNESCO Creative City
Network

