Senegal Action Plan

Cultural Heritage & Sustainable Tourism TDD
Tokyo, Kyoto - Japan
June 11-15, 2018
SENEGAL Key Takeaways from TDD

1. Holistic vision (patrimonies/ urbanization, and sustainable tourism)

2. If you think that Building a consensus is a wasting time, try conflict!

3. Saint-Louis is not Kyoto but both are former capital of their country with an important cultural heritage: Facing the same issues but solutions to be adapted to the local context

4. You want to do it quick for political reason? Do it without planning and implement without coordination! And be fair: don’t expect Results and Impact!

5. Japanese Case studies / Site visits: The more it looks difficult, the more you have opportunities to be creative: Let’s make Saint-Louis great again!

6. Cultural Heritage is good for local economic growth! But Human value MUST be the reason of [preservation!
Implications

1. Develop a relevant stakeholder engagement

2. Inventory of cattered documents (laws, reglations, studies, etc)

3. Set up a technical to prepare the territorial conference
Actions to be Taken

- **Short-term:**
  - Territorial conference on Cultural Heritage and Sustainable Tourism in the Saint-Louis region – Objective: Validate the consensus on the vision and the objectives – Organized by the Municipality and the Regional Agency for Development
  - Creation of a consolidate data base on the cultural heritage in the Region of Saint-Louis – By ARD

- **Medium-term:**
  - Design in integrated Saint-Louis cultural and touristic resilience project
    - Component 1: Urban and cultural heritage renewal
    - Component 2: Touristic Development: New touristic zone to be created (upgrading the offer, renewal of existing equipment); International and national marketing of the destination: diversification of the products (mangrove ecosystem, new circuits, the Senegal river ist self become a touristic production, etc); Stratégie de marketing touristique: réalisation de supports pour la vente de la destination, mission de promotion, évènements de rayonnement culturel, etc).
  - Component 3: Improving the living environment: Sustainable waste management;
  - Component 4: Support self-job creation in in the sector of tourism, including based on ICT.
  - Component 5: Institutional support: Coordination and management, governance, capacity building

- **Long-term:**
  - Implementation and monitoring
  - Impact evaluation, capitalization
Lending and TA Active or Needed

- **Technical Assistance Work Planned:**
  - Organization of the territorial debate (Methodology, best practices, knowledge sharing, etc.) - Cost Estimates: 100 million $
  - Studies – Planification - Cost Estimates: 600 million $
  - Capacity building: Cost Estimates: 300 million $

- **Investment Work Planned: Global cost: $60 million**
  - Component 1: Urban and cultural heritage renewal – $30 million (National budget and Municipalities, Development partners)
  - Component 2: Touristic development (Private sector – PPPs) – $5 million
  - Component 3: Improving the living environment: Sustainable waste management; in the selected zones (Saint-Louis metropole) - $5 million
  - Component 4: Support self-job creation in the sector of tourism – Matching grant - $10 million (Crowdfunding) – Private sector
  - Component 5: Institutional support: Coordination and management, governance, capacity building: $5 million, including 2 million for communication/Marketing
Senegal: Support Needed

- **World Bank:**
  - Technical assistance (expertise – financial ingeeniering – advosries)
  - Financing of the global project to leverage private sector financing

- **TDLC Program (Japan)/UNESCO**
  - Capacity building (Support for the methodology – Knowledge sharing – Training)
  - Marketing
  - Identify and/or provide experts

**Knowledge Products (Case Studies, Policy Notes, etc.)**
- Concept note on the Gloa strategy
- Cartography of the touristic areas
- Economic aspect of cultural and natural heritage in the selected area
- Risk assessment of mass tourism on the sustainability of fragile tangible and intangible cultural and natural heritage in the selected area (WTO – UNESCO – WBG)
Give chance to next generation to have this king of photo because if we fail, maybe Saint-Louis will simply disappear!

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