



TRAINING WORKSHOP: ENTREPRENEURSHIP FOR WORLD HERITAGE

DATE: 19th-30th May 2014

VENUE: Cape Coast Castle, Central Region World Heritage Site, Ghana

ORGANISERS: African World Heritage Fund, Centre for Heritage Development in Africa, UNESCO World Heritage Centre, Ghana Museums and Monuments Board

FUNDING: Norwegian Ministry of Foreign Affairs, African World Heritage Fund

1- Background

The African World Heritage Fund (AWHF) was launched in 2006 to support African State Parties in implementing the UNESCO Convention on the protection of the World Cultural and Natural Heritage. In accordance with the World Heritage Convention, the Second Cycle of Periodic Reporting for the Africa region took place in 2009-2011. The Action Plan from the Periodic report identified five priority areas to be addressed in the region:

- i. Improve the representation of African heritage sites on the World Heritage List through the preparation of successful nomination dossiers
- ii. Improve the state of conservation at World Heritage properties, by effective risk management, increased community involvement and direct economic benefits to local communities ;
- iii. Effectively manage existing properties by recognizing, documenting and formalizing traditional management systems and fully incorporating them into existing management mechanisms ;
- iv. Develop and implement strategies to enable States Parties to effectively address the challenge of balancing heritage conservation and development needs and;
- v. Establish, and implement, necessary mechanisms for heritage conservation, protection and management in pre-conflict, conflict and post-conflict situations.

AWHF, in collaboration with the UNESCO World Heritage Centre, ICCROM, Ecole du Patrimoine Africain (EPA), the Centre for Heritage Development in Africa (CHDA) and the Nordic World Heritage Foundation (NWHF), has developed an Implementation programme to start addressing the priority areas identified in the periodic report. The programme consists of a number of activities, including training workshops on entrepreneurship.

The Periodic Report identified the need to facilitate beneficiation activities for communities living in and around World Heritage properties. The goal is to have communities deriving socio-economic benefits from the heritage resources, which will improve the livelihoods of communities as well as ensure sustainability of the heritage resources. As such, the involvement of communities in conservation creates opportunities for heritage awareness and development of sustainable tourism activities. However, realization of this will require that both heritage professionals and communities are capacitated on entrepreneurship, which will strengthen the conservation and management activities, and that there is continuous involvement of each party as a way of ensuring sustainability of the initiatives.

Considering the lack of sufficient entrepreneurial skills among heritage practitioners and community members involved in the management of World Heritage sites, a series of training workshops are envisioned.

The training workshops will be site specific, aiming at enhancing the knowledge and building capacity of heritage practitioners and community members on entrepreneurship which will eventually promote the conservation of World Heritage properties and deliver benefits to the society.

The workshops are being implemented by regional training institutions in Africa, namely the Centre for Heritage Development in Africa (CHDA) for the Anglophone workshop and Ecole du Patrimoine Africain (EPA) for the Francophone workshop.

2- Objectives of the workshop

The main objective of the workshop is to increase the entrepreneurial skills and knowledge of heritage practitioners and community members in order to reinforce the involvement and benefits of local communities through sustainable tourism and awareness as well as other income generating activities. This is also a way to reinforce platforms for collaboration between local communities and heritage professionals, which is necessary for effective site conservation and management.

3- Expected results

- The participants have gained knowledge and skills in the various aspects of strategic business planning and entrepreneurship.
- Business and entrepreneurial opportunities documented by participants on the host sites with a view to extending the practical knowledge gained to their own site.
- A network for communication and professional exchange established for heritage professionals and local custodians.

4- Structure of the workshop

The workshop will be 2 weeks long and consist of:

- Training lectures to provide academic support to the participants to help develop strategic business plans and entrepreneurial projects for heritage in their own countries;
- Presentations on best-practices and success stories of small businesses and sustainable livelihood initiatives at other World Heritage properties;
- Field based learning through site visits and using selected case studies and relevant examples, particularly from Africa;
- Discussions and individual/group presentations – to learn the principles and practical know-how for balancing entrepreneurship with conserving the values of cultural heritage.

5- Thematic programme

The workshop will cover, among others, the following themes:

- Strategic and business planning;
- Fundraising;
- SWOT analysis;
- Tourism and visitor management;
- Sustainable tourism;
- Project management;
- Identifying entrepreneurial opportunities ;
- Case study examples;
- Communication and negotiation skills.

6- Working language

The working language for this workshop is English.

7- Participants

Eligible female practitioners and community members are encouraged to apply.

7 paired participants (heritage practitioner & community member) will be selected for the training workshop. Participants should be affiliated with a World Heritage Property or a site on the UNESCO Tentative List. Participants can include site managers, community members, and professionals already working with the community, not necessarily in the heritage sector. The project is open to participants from all African countries.

NB: All applicants must be paired. Applications from single individuals will not be selected.

8- Applying for the training workshop

Paired applicants should submit **one application package**, as follows:

- Two completed **application forms** (one for each applicant);
- The application forms must have the official endorsement from the **National Director** or the **highest national authority** in charge of cultural or natural Heritage Conservation/Management in your country.
- Passport copies of both applicants;
- One brief description of a World Heritage Property/Tentative listed site with which you are affiliated. The description (2-3 pages) will comprise of the following sections:
 - a short historic and geographical background of property;
 - visitor information for the last 3 years (frequencies of tourists -local and international; accessibility of the site; normal visitor duration at the site; school visits; type of accommodation and restaurants available near site; tour guides, public transport to the site etc.);
 - the involvement of the local community in the management of the site;
 - a list of the type of employment connected to the site;
 - the current and potential future entrepreneurial activities at the property (shops, curio sellers etc.) and the involvement of the community in these activities;
 - involvement of government departments and agencies in the property;
 - involvement of small business organisations, and;
 - the presence of a visitor management plan and/or business management plan.***Only one description must be jointly written and submitted by both applicants.***

9- Deadline

The complete application package should be sent **at the latest on the 28th February 2014 via electronic emails to:** Peter Okwaro (okwarodp@heritageinafrica.org) with copy to okwarodp@gmail.com and Pamela Mac Quilkan (PamelaM4@awhf.net).

Please copy your electronic application and any appendix or request/information to the three emails above.

10- Funding

The costs for the training will be covered by the organisers. However, visa fees and local transport in departing countries will not be covered by organizers.