



# African Union Development Agency-NEPAD (AUDA-NEPAD) Tourism and Creative Industries PROGRAMME

November 2023

# Tourism and Creative Industries

- Context:
  - Tourism sector: ***AU Agenda 2063 flagship of ‘making Africa the preferred destination for tourism and the requisite need for a continental tourism development framework as 2 affirmed by the First Ten-Year Implementation Plan of the Agenda 2063, the Seychelles Communiqué 2014, the 2017 Lomé Ministerial Declaration, and the Plan of Action for Tourism (2017-2019)***
  - Creative sector: ***recognition that African Cultural industries should be situated in the context of poverty reduction efforts, sustainable development initiatives and programmes + Vision, Mission and Strategic Framework of the African Union, including the NEPAD initiative emphasized the need for solving Africa’s own problems through her own means but with the active cooperation of partners and stakeholders at all levels***
  - ***Afcfta Context/alignment: 2nd phase of Afcfta***
  - **AUDA-NEPAD Stakeholders Consultative Workshop - 16<sup>th</sup> and 17<sup>th</sup> May 2023, Nairobi, Kenya** to validate the tourism programmatic activities and identify and align potential areas of collaboration
- **Existing strategy/framework for tourism & creativity by other institutions:**
  - **AFRICAN TOURISM STRATEGIC FRAMEWORK (2019-2028)** - African Union (AU) Year of the Arts, Culture and Heritage (2021) under the theme “Arts, Culture and Heritage: Levers for Building the Africa We Want”
  - Revised **AU Plan of Action on Cultural and Creative Industries (CCI)** (2022)
  - **UNWTO updated Agenda for Africa – Tourism for Inclusive Growth** (2023)
  - Brand Africa
  - **CANEX/Afreximbank:** multidimensional initiative aimed at supporting and developing African cultural and creative industries
  - **FASHIONOMICS/AFDB:** platform that connects African designers and entrepreneurs with consumers, mentors & investors around the world

# Tourism and Creative Industries

## Programme Pillars/ Implementation Methodology based on the below pillars of the AUDA-NEPAD Africa Tourism and Creative Industries Programme:

1. **Human capital development:** skills development and training especially for women and youth, bridging the gap between academia and the labour market, re-skilling for 4IR and low carbon growth, entrepreneurial mind-set and skills such as business management and leadership etc. Capacity building for member states to implement their plans
2. **MSME development:** enabling policy and regulatory environment (red tape), formalising the informal sector, inclusive value chains, financial and market incentives, investor readiness and access to finance, youth and women entrepreneurship, support to creative entrepreneurs in all sectors of tourism, eg fashion, arts and culture, film and drama, etc
3. **Authentic cultural tourism:** Africa telling its own story, cross-cultural understanding and exchange, cultural education and transmission, revive and sustain traditional arts, crafts and cultural practices, economic incentives for preserving cultural heritage, income generation for local artisans, fair trade, intellectual property rights, creative infrastructure (studios, theatres, studios, exhibition spaces), state-of-the-art cultural tourism product development, combat cultural commodification.
6. **Resource Mobilisation:** Access to finance and investment facilitation
7. **Research and Development** - Knowledge generation, analysis and research. Technology and Innovation development and access

# Tourism & creative industry ctd – draft AUDA-NEPAD Tourism and creative industry strategy

- **Objectives:**

- Strengthen capacity of MSMTEs in business management, mobilizing finance, and marketing/communication and productive development
- Unlock financial resources for investment and sustainable growth of MSMTEs through partnerships

- Existing Partnerships:

- Current partnership: MOU signed with UNWTO for technical cooperation: contribution to white paper, events, UNWTO academy modules to contribute to the 100 Million MSMEs academic platform

- Potential synergies:

- Subprojects to help MSMEs to scale up in both tourism and creative sector: integrate within 100 Million MSMEs initiative
- Form partnership with other organisations to ensure impact: UNECA, UNESCO, AFDB, Trace Academy