



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;

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 must submit the following:

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.

