



Donor Conference on

“Sustainable Tourism Development in a network of Cross-border Parks and Protected Areas in West Africa”, Dakar, Senegal, 27 & 28 May 2011

TECHNICAL NOTE

I. Background

At the Johannesburg World Summit on Sustainable Development in 2002, the World Tourism Organization (UNWTO) launched the initiative **“Sustainable Tourism as an effective tool for Eliminating Poverty” (ST-EP)**, inviting UN agencies, governments, donor agencies, NGOs, the private sector and other stakeholders to unite in a concerted effort to use the socio-economic benefits which derive from tourism - principally the creation of jobs and income (particularly for women and youth) and, the generation of foreign exchange – in actively combating poverty throughout the world. As the UN agency responsible for tourism development, **UNWTO views the ST-EP initiative as its contribution to the Millennium Development Goals**. Within the framework of the ST-EP initiative and with the support from the ST-EP Foundation and the Korean International Cooperation Agency (KOICA), UNWTO and the Organization of Islamic Conferences (OIC) have carried out a **feasibility study to make Cross-border Parks and Protected Areas (CPAs) in West Africa “market ready”** with a view to enhancing their socio-economic and environmental benefits. Based on the feasibility study, UNWTO has prepared a **portfolio of funding opportunities in the West African CPAs** presenting specific budget requirements for the seven CPAs in the region, as well as pan regional investment needs.

Statistics show that tourism is taking an increasingly important position in the economies of developing countries. **Tourism is the second largest foreign exchange earner for Least Developed Countries (behind oil), and tourist arrivals in LDC’s increased by 11% average annual growth between 1990 and 2009**. Tourism activity is spreading worldwide and is no longer concentrated in certain pockets of developed countries – rather, it has become the mainstay of many African countries as well. Many **West African countries do have assets of enormous value to the tourism industry**, such as culture, art, landscape, wildlife and climate, and are very well positioned to develop tourism as a key sector contributing to economic growth. Sustainable tourism development in the CPAs in West Africa offers a tremendous opportunity to contribute to **the transition to the Green Economy and derive socio-economic benefits from the high biodiversity value** of the areas and generate much needed local employment and foreign exchange.

The project on sustainable tourism development in CPAs in West Africa has the **commitment and collaboration of 10 countries in the region**: Benin, Burkina Faso, Gambia, Guinea, Guinea Bissau, Mali, Mauritania, Niger, Senegal and Sierra Leone. Through the regional approach, the countries can jointly address regulation, planning, educational and development issues, harmonize conditions of service, rules and regulations, and promote the CPAs on a regional basis. **The funding requirements identified for the project fall into eight different categories:**

- A. Biodiversity Issues
- B. Public Sector Infrastructure
- C. Private Sector Involvement
- D. Product Development
- E. Poverty Reduction
- F. Marketing and Promotion
- G. Legal Framework and Governance
- H. Ecotourism Study in River Basins.

A number of activities are identified within each category, which can be undertaken either on a pan regional basis, on a CPA basis or on a national basis. Funding requirements both focus on technical assistance and on investments in infrastructure.

In accordance with the **Paris Declaration on Aid Effectiveness**, the funding requirements have been formulated in collaboration with the National Tourism Administrations, in line with their tourism policies as well as the countries' poverty reduction strategies. The project will also contribute to achieving the **Millennium Development Goals**, in particular Goal 1 (End Poverty and Hunger), Goal 7 (Ensure Environmental Sustainability) and Goal 8 (Global Partnership). The project targets and results will be planned and measured at output, outcome and impact level, using the **UN results-based management approach**.

II. Objectives of the Conference

The major objective of the Donor Conference on Sustainable Tourism Development in West African Cross Border Parks is to **present the portfolio of funding opportunities in West African Cross Border Parks to interested donors and investors so as to secure funding commitments for the proposed project activities**. In particular, the conference would focus on the following major elements:

- The importance of the West African CPAs for **biodiversity conservation** in the region.
- The contribution that sustainable forms of tourism in the West African CPAs can make to **poverty reduction and local economic development**, creating the much needed opportunities for poorer groups in society to generate income.

- Presentation of the **catalogue of funding opportunities**, including an overview of the various funding categories, the funding needs at pan regional, CPA and national level, and the support needs for technical assistance and for infrastructure and product development.
- Presentation of the **interest and requirements of donors** and technical and financial partners.
- Establishing **business and institutional contacts** between recipient countries and organisations, and potential donors and investors.

The final aim of the conference is to present at the end of the second day a **shortlist of possible donors, including their commitments** to provide support to selected project activities in the first five years of project execution.

III. Methodology

The Donor Conference on Sustainable Tourism Development in West African Cross Border Parks is scheduled to be held in Dakar, Republic of Senegal, on 27 and 28 May 2011. The Conference will commence with welcoming speeches and in particular by those of the President of Senegal, the Secretaries General of the World Tourism Organisation and the Organisation of the Islamic Conference, and the Minister of Tourism of Senegal to highlight the importance of this new initiative for the region. This will be followed by an **in-depth presentation of the portfolio of funding opportunities and its financing needs**, including a debate on the various investment categories presented. After the lunch on the first day, selected donors and financial and technical partners will make presentations on their interest and requirements to support the project. These presentations will be followed by a **workshop on financing opportunities and business to business meetings** in which donors and investors can meet the different countries and CPAs to discuss possibilities for collaboration in one or more of the proposed investment categories. On the morning of the second day, representatives of the World Tourism Organisation, the Organisation of the Islamic Conferences, beneficiary countries and interested donors and investors, will meet to prepare a concise report with the **conclusions and recommendations of the conference**, including **public commitments from donors and investors** regarding their contributions in the next three to five years to different components of the project. The concise report, including the public commitments, will then be presented in a plenary session to all participants.

IV. Participants

The conference will be attended by senior officials of the World Tourism Organisation, the Organisation of the Islamic Conference and National Tourism Administrations as well as invited officials from selected partners, multilateral and bilateral donors and investors. The conference will also be attended by tourism industry representatives from the West Africa region and officials from the Ministries in charge of the management of the Parks and Protected Areas in the beneficiary countries.

V. Provisional Conference Agenda

Friday 27 May 2011

First session

9.00 - 10.00: Opening Ceremony

- Welcoming address of the Minister of Handicrafts, Tourism and Relations with the Private Sector and the Informal Sector of the Republic of Senegal;
- Projection of a Documentary Film on the Cross-Border Parks and Protected Areas in West Africa (To be confirmed);
- Speech of the representative of the ST-EP Foundation and/or KOICA
- Speech of the President of the Islamic Development Bank;
- Speech of H.E the Secretary General of the Organization of the Islamic Conference (OIC);
- Speech of H.E. the Secretary General of the World Tourism Organization (UNWTO);
- Speech of the President of the Republic of Senegal.

10.00 - 10.30: Coffee Break

Second session

10.30 - 13.00: Introduction to the Conference

Presentation of the Portfolio of funding opportunities of the Regional Project

- Presentation of the Regional Project;
- Summary of the financing needs;
- Catalogue of funding opportunities;
- Debate.

13.00: Lunch

Third session**15.00 - 16.15: Mobilization of Support and financing sources required for the implementation of the project**

Speech of the Representative of the Republic of Guinea: Regional Coordinator of the Project, on behalf of the beneficiary countries

- Presentations of Donors, technical and financial partners:
 - International Institutions and those of the UN System;
 - Institutions of the Islamic Arab World;
 - African, European, Asian and American Institutions;
 - Private Sector.

16.15 - 16.30: Coffee BreakFourth session**16.30 - 19.00: Workshop on Financing Opportunities and B2B meetings****Saturday 28 May 2011**Fifth session**9.00 - 11.00: Meeting of the Report Drafting Committee****11.00 - 13.00: Closing Ceremony of the Conference:**

- **Presentation and adoption of the Synthesis Report and Recommendations of the Conference**
 - Presentation and adoption of the final Report of the Conference (UNWTO/OIC);
 - Motion of thanks to the Authorities of the Host Country of the Conference;
 - Closing Speech by the Minister of Handicrafts, Tourism and Relations with the Private – Sector and the Informal Sector of the Republic of Senegal.