

INTERNATIONAL MEETING ON CULTURE, CRAFTS AND TOURISM (RICAT)



AGENDA 2030 - SDGs



CULTURE 21 ACTIONS - COMMITMENTS

2. HERITAGE, DIVERSITY AND CREATIVITY
5. CULTURE AND ECONOMY

DEVELOPMENT; ECONOMIC, CULTURAL, EMPOWERMENT, PEER-TO-PEER,
RESILIENCE, SKILL, ATTRACTIVENESS, TRADITION, GROWTH



1. Dakar and culture

Dakar is the capital of Senegal, a West African country with a population with over 18,000,000 inhabitants and a national area of 196,722 km². The city of Dakar is home to one-sixth of the country's population, yet it occupies only 83 km² of land, making it a densely populated city as a result of the rural exodus. Consequently, and although the resources allocated to it remain very low, the arts and culture are a major issue.

Dakar has weaknesses in terms of cultural infrastructure, as well as shortcomings that the new municipal team is trying to mitigate through a number of initiatives. Weaknesses in the reinforcement of the technical, material, promotional and management capacities of the actors involved have also been noted. The city is therefore committed to addressing this situation by setting up projects and programmes such as the fund to support cultural initiatives, or the RICAT-Dakar.

In this context, RICAT-Dakar aims to bring about significant improvements to address this lack of resources, the lack of cultural infrastructure and organisation, and support for the cultural sectors, and the difficulties of accessing the international market. Nevertheless, this current framework also offers various opportunities for local actors, particularly in terms of strengthening their technical, material and promotional capacities, as well as with regard to possible opportunities and the emergence of new markets to be developed.

RICAT-DAKAR AIMS TO BRING ABOUT SIGNIFICANT IMPROVEMENTS IN A SITUATION CHARACTERISED BY A LACK OF RESOURCES, ALMOST NON-EXISTENT CULTURAL INFRASTRUCTURES, AND A LACK OF ORGANISATION AND SUPPORT IN THE SECTOR.



2. Objectives and implementation of the project

2.1. Main and specific objectives

RICAT-Dakar attracts a wide range of cultural actors from different fields, coming from different parts of Senegal and other host countries. RICAT-Dakar provides a framework for exchanges and partnerships, and fosters the emergence of inspiring new discoveries and technology exchanges. This project promotes diversity while enabling participants to establish and enrich their contacts, and to develop their presence at fairs and cultural forums in other member cities. The sale of handicrafts also generates wealth and strengthens the economy of cultural actors.

This event encompasses meetings, exchanges and a market, a genuine platform for marketing and communication, and an important lever for territorial marketing, with the participation of public and private actors from the sectors of the TICAE cluster in Senegal, the invited countries and sister cities, and the development of economic and social programmes targeting young people and women in the town and its 19 districts.

THIS PROJECT IS AN EVENT TO MEET AND EXCHANGE AROUND THE ORGANISATION OF A MARKET, AND ITS SUPPORT AS A MARKETING AND COMMUNICATION PLATFORM, ACTING AS A LEVER FOR TERRITORIAL MARKETING WITH THE PARTICIPATION OF PUBLIC AND PRIVATE ACTORS.



2.2. Project development

Seeking to make Dakar a cultural and attractive city with a rich and renowned international agenda, the Municipality of Dakar, through its Mayor and the DCT (Direction de la Culture et du Tourisme), has formed a partnership with the President of the GOORGORLOU KOOM KOOM Association as part of the International Meeting on Culture, Crafts and Tourism (RICAT-Dakar).

For one week, Dakar and its 19 districts are the focal point for cultural actors, artisans, local tourism promoters and guests from other countries and regions. During its second edition in 2023, the event welcomed participants of different nationalities in the fields of culture, crafts and tourism to share experiences and exchange ideas, thus generating a B to B and B to C platform allowing actors to increase their business contacts, find opportunities to export their products and make new discoveries.

RICAT thus offers cultural actors the opportunity to promote their work and create wealth through the sale of artistic products and services. The programme targets young talent and traditional communities in particular because of their vulnerability, but also at all the other members of this rich local and regional cultural diversity. The event lasts for a minimum of 5 days and combines exhibitions and continuous cultural activities. The government is involved through the Ministry of Culture and Historical Heritage, and the programme is aimed at the general public, as well as its various segments, including certain private sector partners.

The budgets allocated for the first and second editions did not reach 100 million, which considerably limited the objectives. Despite these obstacles, we have achieved significant successes and the satisfaction of the member cities that took part in those. Insufficient financial resources remain the main obstacle to the overall satisfactory achievement of the objectives set, and we are continuing to work on financial strategies with the aim of finding additional resources to bridge this gap.



3. Impacts

3.1. Direct impacts

RICAT-Dakar has had a very positive impact on improving the living conditions and performance of those actors directly involved in the activity. This improvement is favoured by the income and wealth generated by its activities. In addition to the financial impact, we note a very significant promotional impact for its members, as well as for private partner organisations through advertising activities.

On a cultural and artistic level, this event contributes to amplifying inspiration and creativity. RICAT-Dakar also helps to enrich the cultural agenda of the city of Dakar, and contributes to the dynamism of local life.

3.2. Evaluation

When the project was first conceived, a steering committee was set up and tasked with preparing, organising and monitoring the programme. This steering committee (COPIL) was made up of various commissions:

- Strategic commission
- Organisation commission
- Finance commission
- External relations commission
- Commission in relation to the districts

The creation of these commissions has enabled the distribution and optimization of tasks in order to make the programme more effective and efficient. After each edition of the programme, the COPIL carries out an exhaustive evaluation and makes recommendations for the next edition, thus improving the overall performance of the programme.



3.3. Key factors

The success of the programme is demonstrated by the interest shown by the various segments it comprises. On a territorial level, the 19 districts that comprise the Dakar department are delighted with the territorial coverage of the activities, which operate in several districts each edition. This decentralisation promotes rational and local management of the activities, reaching as many people as possible. Each new edition attracts more foreign participants, as well as those who return year after year.

3.4. Continuity

The programme, now part of the cultural policy of the city of Dakar, involves projects that are now likely to receive constant and regular financial support, recognitions, and support to the city's cultural dynamism, or even the delegation of cultural public services. All these projects are technically and financially monitored by the technical departments through the Department of Culture and Tourism (DCT). This work allows the city of Dakar to have control over the progress and quality of the event but, above all, over its long-term sustainability.

RICAT-DAKAR ALSO CONTRIBUTES TO ENRICHING THE CULTURAL AGENDA OF THE CITY AND TO THE DYNAMISM OF LOCAL LIFE.

4. More information

Dakar was a candidate for the sixth UCLG – Mexico City – Culture 21 International Award (November 2023 – March 2024). The jury for the award drew up its final report in June 2024, and requested that the Committee on Culture promote this project as one of the good practices to be implemented through Agenda 21 for culture.

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