

<b>Total Budget:</b>	<b>USD 7,500,000</b>		
<b>Budget by Agency:</b>	UNESCO: 3,490,710 UNFPA: 2,140,000 UNDP: 1,869,290		
<b>Participating Gov. Entities:</b>	Ministry of Economy and Finance; Ministry of Culture and Communications; Ministry of Artisans and Tourism.		
<b>Start Date:</b>	5 February 2009	<b>Approval Date:</b>	11 June 2008
<b>Est. End Date:</b>	5 February 2012	<b>Signature Date:</b>	25 November 2008
<b>Disbursements:</b>	First Disbursement: Second Disbursement: Third Disbursement:	5 February 2009	USD 1,535,814
<b>In Brief:</b>	The programme aims to develop a methodological approach that will allow cultural actors to join their efforts and coordinate their actions to strengthen the capacities of culture professionals with a view to making cultural wealth a driver of development. It will involve assessing the impacts traditions and cultural values have on development and working on bringing about the changes in attitudes required to encourage populations to support the development programmes and train cultural managers, and small-, medium-sized and micro-businesses in the cultural sector. The programme will also promote the development and distribution of cultural goods and services by strengthening heritage management and conservation resources and capacities, and devising income generating activities. In this context, cultural tourism is a key driver. The programme prioritizes pilot activities that can be replicated by the authorities. The project duration is 36 months.		

**Outcomes:**

- The potential status of cultural products and services development is identified and intervention/coordination modalities defined.
- National capacities to create and promote cultural enterprises are reinforced.
- Cultural Heritage management, conservation and valorization capacities and means are reinforced.
- Appropriation and visibility of the JP are ensured through and intense communication effort.



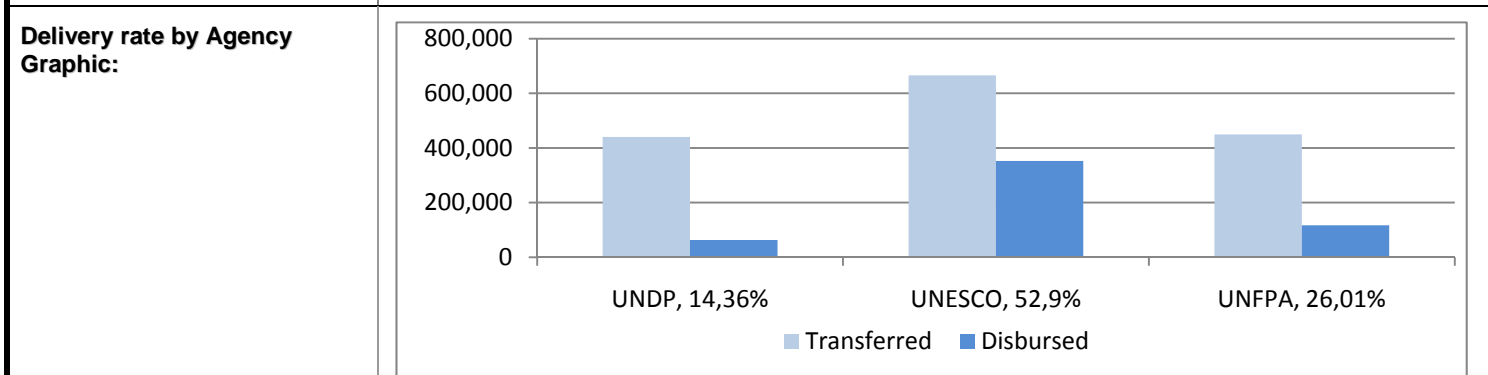
<b>Regions of Intervention:</b>	• Adrar, Assaba, Nouakchott	
<b>MDGs</b>	MDG !A	
<b>Beneficiaries</b>	<b>Direct</b>	<b>Indirect</b>

• <b>No. Institutions</b>	135	0
• <b>No. Women</b>	2,210	0
• <b>No. Men</b>	140	0
• <b>No. ethnic groups</b>	0	0

Project coordinator: Mohamed El Hafed, Alain Sichet  
RCO Focal Point: Blandine Bihler  
Web page:

**Status**  
The Joint Programme completes 18 months of implementation. The progress to date is mainly comprised of preparatory activities including studies, training needs assessments, design of training modules, selection of potential partners and beneficiaries and the undertaking of a diagnosis of the sector and putting in place a methodology for the national heritage inventory. These achievements are critical for the next phase and will launch the activities to generate revenues. Progress is slow marked by difficulties such as a few culture experts available in country, limited capacity of national counterparts and the relatively new methodology of joint programmes. The mid-term evaluation is scheduled to take place the second half of September 2010.

<b>Estimated financial execution status as of the June 30,2010 biannual report:</b>	<b>Disbursed Budget:</b>	<b>Committed Budget:</b>
	<ul style="list-style-type: none"> <li>• 7.10 % over the Total approved budget</li> <li>• 34.22 % over transferred budget</li> </ul>	<ul style="list-style-type: none"> <li>• 10.46 % over the Total approved budget</li> <li>• 50.41 % over transferred budget</li> </ul>



**Main Achievements**

Outcome 1: Reports on the analysis of the potential development of cultural and tourist products are already available in their provisional format, including the identification of sites and partners who should benefit from programme support. A database of cultural products as well as a monitoring system for the programme are in the process of being developed.

Outcome 2: The study to identify training needs was conducted, and the development of training modules is being initiated.

Outcome 3: A diagnostic of the cultural sector in relation to the MDGs in the intervention areas of the programme has been conducted, and a methodology devised for the assessing of cultural heritage is ready to be tested. A study for the implementation of an operational mechanism for the national system of Living Human Treasures (LHTs) is underway. It includes the identification of elements of intangible cultural heritage under the threat of disappearing, of the holders of this heritage, and of the institutional aspects that would allow for the sustainable functioning of a system of LHTs.

Outcome 4: A study on the identification of key artisanal products and their forms of labeling was achieved; training sessions in marketing and information and communications technology, as well as the production of a promotional aid for artisans, are being carried out.

Does the JP incorporate gender considerations in the **activities/outputs/outcomes**? (example)

Does the JP include gender specific **indicators** in the monitoring plan? (example)

Does the JP mention gender relationships as part of the **challenges** analyzed? (specify)