



Local heritage tourism as a connection to diaspora

ACTION BASICS

Beneficiary	 <p>The Freetown City Council (FCC) is the municipal government of the city of Freetown, The Department of the Freetown City Council Administration ensures the efficient performance of all departments within the FCC and coordinates the activities of the staff and other council departments.</p>
Partners	 <p>AfricaOracle (AO) is a diaspora led company with a mission to amplify the image of Africa and recapture the African narrative by building networks and initiatives for development by connecting Africa with its diaspora.</p>  <p>West Africa Heritage Consultancy (WAHC) specialises on heritage tourism with a focus on Sierra Leone and has previously worked with the FCC in exploring its tourism sector.</p>
Duration	11 months
Sustainable Development Goals	  

MAIN FEATURES

Context and needs	<p>After facing multiple crises, of which a civil war (1991-2001) and an Ebola outbreak (2014-2016), coupled with various developmental challenges (e.g. urban explosion, inadequate public infrastructure, poor sanitation, etc.), the FCC launched the Transform Freetown (TF) Agenda. The TF is a development strategy comprising of 11 sectors within four pillars: resilience, human development, health, and urban mobility. Under the human development cluster is a priority on job creation, with a specific focus on tourism which is also one of the hardest-hit sectors during the COVID-19 pandemic.</p> <p>This Action responds to the need identified by the FCC to strengthen its local heritage tourism in order to attract the Sierra Leonean diaspora globally, with major communities predominantly in the UK, USA, Belgium, Germany and the Netherlands. This is in line with both the country's medium-term National Development Plan 2019-2023 and National Labour Migration Policy which identifies the diaspora as partners to national sustainable development particularly in the health, education, and trade sectors. Diaspora response has also been particularly valuable during periods of humanitarian crises. For instance, various members of its diaspora returned to join the government's Ebola Taskforce headed by the current Mayor of Freetown, Yvonne Aki-Sawyerr.</p>
Objectives	<p>General objective</p> <p>Increase the capacities and collaboration of the FCC to innovate and modernise heritage tourism in Freetown through diaspora expertise and contribution</p> <p>Specific objectives</p> <ul style="list-style-type: none"> • Develop a strategic plan and framework to contribute to the rebranding and promotion of the heritage assets of Freetown • Enhance the capabilities and knowledge of heritage tourism staff and tourism management professionals in Freetown • Increase the awareness amongst national authorities and local communities in Freetown about the value & potential of heritage tourism • Explore the ability to digitalise aspects of the heritage tourism experience



ACTION PLAN

EUDiF's areas of intervention

- Empowering diaspora organisations based in Europe
- Supporting partner countries in enabling diaspora engagement for development
- Fostering multi-stakeholder partnerships

Capacity development support

- Conducting analysis, research and/or evaluation**
 - **Baseline assessment** of the needs and market trends of Sierra Leone's tourism sector through research, surveys, interviews, focus group discussions, and fact-finding missions
 - **Mapping** of existing projects on heritage tourism, the heritage sites of interest in Freetown, and potential partners/stakeholders in the public and private sectors
- Organisation of knowledge transfer events**
 - **Peer exchange session** with members from the EUDiF action on heritage tourism with the Moldova National Museum
 - **Training workshop** with FCC staff and heritage tourism service providers to promote and manage sustainable tourism
- Development of strategic documents and/or training tools**
 - **Concept note drafting and feasibility study** for the Roots Festival - a biennial festival celebrating the ancestral roots and heritage of diaspora tourists in Freetown
 - **Concept note drafting** for walking tours of Freetown's heritage tourism sites
 - **Creation** of a heritage tourism strategic framework and management toolkit
- Visibility and communication activities**
 - **Validation event** with representatives of tourism stakeholders to discuss and validate the outputs
- Facilitating networking and partnerships**

Outputs

- **Toolkit** on heritage tourism management
- **Tools** for monitoring and evaluation
- **Needs assessment report**
- **Concept notes** for the Roots Festival and heritage walking tours

Expected results

- Strengthened capabilities of the FCC staff and relevant tourism industry stakeholders on heritage tourism management and promotion
- Enhanced diaspora engagement strategy of Freetown which will be replicable in other municipalities in Sierra Leone
- Development of strategic multi-stakeholder collaboration in local and diaspora communities

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