



# SENEGAL HERITAGE HUB



**SKILLS DEVELOPMENT  
ENTREPRENEURSHIP  
TRADITIONAL KNOWLEDGE  
INNOVATION**

IMPLEMENTED BY



PILOT PHASE  
2022-2024

**Youth.Heritage.Africa** is a new ICCROM long-term regional initiative. The goal is to create economic value, invest in social and human capital, and foster innovation and creativity within the heritage sector in line with the UN Sustainable Development Goals and the aspirations of the African Union's Agenda 2063. **Through our Heritage Hubs we seek to connect the younger generation and youth organizations with strategies and initiatives that will make Africa's heritage a source of economic and social opportunity for their benefit.**

## CONTEXT

Senegal is home to a diversity of cultures and multiethnic heritage, both tangible and intangible, which needs to be safeguarded and promoted. Today the "Gateway to Africa" is experiencing rapid economic development and population growth. However, it is not translating into more jobs, and unemployment remains high especially among younger generations.



## OUR APPROACH

Established in partnership with the Museum of Black Civilizations, the Senegal Heritage Hub is an interactive co-creation and knowledge center, which focuses on youth leadership and engagement in cultural heritage through digital technologies and innovation. Our goal is to offer Senegalese youth a possibility to better understand and approach their cultural heritage with a new set of skills. By building human capital and strengthening the capacities of youth we not only give them new opportunities but also ensure a better future of cultural heritage in Senegal.

## ACTIVITIES AND THEMES

### TRAINING AND FIELD SCHOOLS

Through our capacity building activities focusing on digital and entrepreneurial skills, we prepare the next generation of professionals for cultural heritage and related fields.

### DIGITAL LAB & BUSINESS INCUBATOR

We believe that cultural heritage can promote prosperity and so do innovative technologies. Our Digital Lab and Business Incubator will encourage the creation of new heritage-related products and business models such as digital communication platforms, video games, research tools.

### HERITAGE AND COMMUNITIES

As part of Heritage and Communities Week, various activities will be assigned to young heritage leaders in different parts of Senegal to showcase the local cultural assets and promote awareness of their value among the communities.

## EXPECTED OUTPUTS

**30** Heritage practitioners gaining digital literacy skills

**90** Young professionals gaining digital literacy skills

**4** Internships

**4** Junior Fellowships

**50** Young professionals participating in the business incubator

**6** New heritage-related business ideas being incubated

**4** Virtual events or exhibitions

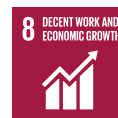
**4** Innovative business ideas awarded

**10** Events held at the regional level

**10** Exhibitions hosted by museums and other venues across Senegal

**10** New channels of communication

## OUR COMMITMENT



## WOULD YOU LIKE TO KNOW MORE?

YOUTH.HERITAGE.AFRICA | ICCROM

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