



Promoting private enterprise and cultural industries

BACKGROUND

Although remote communities in the region of the Saloum Delta were aware of the development potential of their tangible and intangible heritage, they felt unable, especially those living in conflict situations, to tap that potential. Those communities had often been working for very low wages and in unfavorable working conditions, especially in the hospitality sector. Moreover, there was no means of identifying cultural sectors that could be sustainable and profitable for all.

The JP was therefore designed to change relations between actors in cultural industries and heritage bearers, by informing cultural actors of their intellectual property rights and by establishing a partnership between public and private sector cultural stakeholders in order to promote cultural industries on a larger scale.

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PROCESS

Capacity building courses were organized to provide training in copyright and workers' rights and to teach the participants to evaluate and create situations that have the potential to promote the cultural economy. The goal of the courses was to transform all constraints into business opportunities under the slogan 'Another life, another destination: tourism and culture'.

Participants received practical training in management and cooperation and learnt the value of working together in order to create an environment conducive to sustainable growth and the promotion of cultural sectors. An intellectual property scheme was devised to promote development and the achievement of the MDGs through the creation and development of cultural industries.

Model contracts were drawn up with the letterhead of the Saloum Delta Association of cultural actors, thus vesting contractual authority in the association. Moreover, a wage scale was established as a benchmark for cultural actors. A code of ethics was drawn up for the cultural actors, the goal being to encourage solidarity, unity and cooperation.



Kagnalegn women from the Saloum Delta who benefited from the JP to structure and professionalize themselves in order to benefit from their art. © UNESCO

Outcomes

Artists are now well organized, know more about their rights and can earn a living from their art. Wages have doubled from CFA F15,000 to CFA F30,000 per performance, owing to the use of standardized contracts, and working conditions have improved greatly. Artists are now paid royalties. Participants have been trained, they have improved their knowledge and now have a better understanding of the importance of artists' role in society. Many artists who had contemplated abandoning their career have persevered and now focus even more on their art.

A partnership involving cultural actors has been established between the public and cultural sectors. Cultural actors have benefited from the formation of a professional association, as a bank account for each group and personal bank accounts for some actors were thus opened and a standard wage scale was introduced.