Promoting heritage resources in Kilwa to strengthen social and economic development

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Photos shown in this document were taken by Sebastien Moriset, Nuria Sánchez Muñoz, Tatu Magina and Thierry Joffroy
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- Ms Tatu Magina, Local Project coordinator recruited for this EU action

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- Mr Bruno Bessaguet, Vice-President

A list of contact people linked to the project is provided at the end of this report
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1 Description

1.1. Name of Coordinator of grant contract  
CRAterre

1.2. Name and title of the Contact person  
Sébastien Moriset, Project coordinator

1.3. Name of Beneficiaries in the Action  
Kilwa District Council  
Kilwa Masoko Township Authority  
Rochefort Océan Communauté d’agglomération

Name of affiliated entities in the Action  
KILWA Antiquities office  
Coopérative salicole de l’Ile de Ré  
Réseau des Grands Sites de France

1.4. Title of the Action  
Promoting heritage resources in Kilwa to strengthen social and economic development

1.5. Contract number  
EDF/2013/327-376

1.6. Start date and end date of the reporting period  
11 September 2013 - 10 September 2016

1.7. Target country(ies) or region(s)  
Tanzania, Kilwa District

1.8. Final beneficiaries and target groups  
- People and communities in rural and in poor urban areas,  
- Kilwa community at large,  
- small public and private operators,  
- local craftsmen.

1.9. Country(ies) in which the activities take place  
Not applicable
2. Assessment of implementation of Action activities

2.1. Executive summary of the Action

This report describes a three years adventure which involved hundreds of people within Kilwa district and certainly gave an important impetus to the development of cultural tourism in their territory. The project was managed by the French NGO CRAterre, supported by two Tanzanian partners: Kilwa District Council & Kilwa Masoko Township Authority and a French one: Rochefort Ocean.

Context
The project, which started in September 2013 and ended in September 2016 aimed to develop Kilwa as a tourist destination by promoting its unknown natural and cultural resources. Even if Kilwa is a major city in the history of East Africa, it does not enjoy the reputation of other Tanzanian sites, especially those in the north of the country. The World Heritage status of the two islands was insufficient to attract an adequate stream of visitors to support the local economy. Before the project, the few tourists who ventured to visit Kilwa only remained one or two days, to visit the ruins of Kilwa Kisiwani Island. The project therefore set out to identify and promote other available resources to convince visitors to extend their stay, while contributing more substantially to the local economy. In summary, this project had the ambition to lay the foundations for the development of a sustainable cultural tourism.

Activities
The project, represented on the graph page 9, was organized around 7 activities:

1. The management of heritage resources, which was formalized by a series of meetings and workshops around different heritage resources. This activity was continuous over the 3 years.
2. The inventory of cultural and natural resources, done in 2014.
3. The promotion in 2015 and 2016 of these resources at the local, national and international levels and the equipment of selected sites for a better visitor experience.
4. The construction in 2016 of two guest houses in two remote villages.
5. The construction in 2015 of a tourist information centre.
6. The promotion of local architectural and urban values in 2015 and 2016.
7. The documentation in 2016 of an old Kivinje building to prepare a future conservation project.

For more details on the activities developed during the three years of the project, please refer to paragraph 2.2. "Activities and results", page 15. You can also find more details in the other 14 reports presented on page 39.

Evaluation
This project came to an end with very satisfactory results. The goals we set in 2012 with the local authorities during the project design phase have been largely achieved. The various population groups are really satisfied and begin to appreciate the project impacts. The number of tourists rises and sites that were unknown three years ago begin to receive visitors. The mobilisation of people in the villages and the energy invested in this project by the guides exceeded our expectations. Building capacity at the local government level has been more difficult due to the large staff turnover in administrations. But the awareness of heritage values and their potential to develop a quality cultural tourism is real, and we are optimistic for the future.

Recommendations for the future
In order to strengthen and sustain the project achievements, we urge local authorities to employ dedicated staff to continue promoting and developing heritage sites. The guides who only survive on the fees received from visitors cannot bear alone the District’s tourism development policy, despite their remarkable enthusiasm. With this aim, specific recommendations for each activity are detailed in this report.
2.1. Résumé analytique de l’action

Ce rapport relate une aventure de trois années qui a touché plusieurs centaines de personnes du district de Kilwa et a certainement donné une impulsion importante au développement touristique de leur territoire. Le projet était porté par l’ONG française CRAterre, soutenue par deux partenaires tanzaniens : Kilwa District Council et Kilwa Masoko Township Authority et un partenaire français : Rochefort Océan.

Contexte
Le projet, qui a démarré en septembre 2013 pour s’achever en septembre 2016 a pour objectif de mieux faire connaître Kilwa en promouvant ses ressources naturelles et culturelles méconnues. En effet, même si Kilwa reste un site majeur dans l’histoire de l’Afrique de l’Est, elle ne jouit pas de l’attract de grands sites du nord de la Tanzanie. Le statut de patrimoine mondial des deux îles n’a pas attiré un flot de visiteurs suffisant pour soutenir l’économie locale. Les rares touristes qui s’aventuraient jusqu’à Kilwa avant cette action ne restaient qu’une ou deux journées, le temps de visiter les ruines de l’île de Kilwa Kisiwani. Le projet s’est donc attelé à inventorier et promouvoir d’autres ressources disponibles pour inviter les visiteurs à prolonger leurs séjours, afin que les populations locales puissent mieux profiter des retombées économiques du tourisme. En résumé, ce projet avait l’ambition de fonder des bases pour développer un tourisme culturel durable.

Activités
Le projet, représenté sur le graphique de la page 9, s’articulait autour de 7 activités :

1. La gestion des ressources du patrimoine, qui s’est formalisée par un ensemble de réunions et ateliers de travail autour de différentes ressources du patrimoine. Cette activité était continue sur les 3 années.
2. L’inventaire des ressources culturelles et naturelles disponibles, réalisé en 2014.
3. La promotion en 2015 et 2016 de ces ressources au niveau local, national et international et l’équipement des sites pour une meilleure expérience des visiteurs.
4. La construction de deux blocs de chambres d’hôtes dans deux villages à l’intérieur des terres en 2016.
5. La construction d’un centre d’information touristique en 2015.
7. La documentation en 2016 d’un monument de Kivinje pour préparer sa conservation.


Bilan
Ce projet est arrivé à son terme après dépassé nos espérances. La construction de capacités au niveau des collectivités locales a par contre été plus difficile du fait de la grande rotation de personnel dans les administrations. Mais la prise de conscience des valeurs du patrimoine et de leur potentiel pour développer un tourisme culturel de qualité est réelle, nous sommes donc optimistes pour l’avenir.

Recommandations pour l’avenir
Afin de consolider et pérenniser les acquis du projet, nous recommandons vivement aux collectivités locales d’employer le personnel dédié à la poursuite des activités de promotion et valorisation du patrimoine local. Les guides qui ne vivent que des honoraires perçus lors des visites ne peuvent à eux seuls porter toute la politique de développement touristique, malgré leur enthousiasme. Des recommandations spécifiques à chaque activité sont précisées dans ce rapport.
Diagram summarizing the project
Updated action plan

### YEAR 1

<table>
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<td><strong>Inventory of cultural and natural resources</strong></td>
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<td><strong>Guest rooms</strong></td>
<td><strong>Information centre/Tour guides office</strong></td>
<td><strong>Urban/Landscape regulations</strong></td>
<td><strong>Safeguarding Kilwa Kivinje</strong></td>
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</tbody>
</table>

1. **Heritage Management**
   - 1.1 Definition of a management committee dedicated to heritage issues PR CRA
   - 1.2 Identification of the task groups working on the various activities of the project PR CRA
   - 1.3 Periodic meetings to develop the heritage management policy, prepare the trails and harmonize the activities in the district. PR CRA

2. **Inventory of cultural and natural resources**
   - 2.1 Compilation of promotional tools on Kilwa (publications, leaflets, websites...) PR
   - 2.2 Workshop to define strategies for the inventory PR CRA
   - 2.3 Heritage inventory in the district PR CRA - Cultural, natural sites. Know how crafts - Opportunities for economic activities

3. **Promotion of heritage resources**

4. **Guest rooms**

5. **Information centre/Tour guides office**
   - 5.1c Provision of equipment for the guides
   - 5.1a Workshop to define architectural programme PR CRA
   - 5.2b Approval of the design and location by authorities PR CRA

6. **Urban/Landscape regulations**

7. **Safeguarding Kilwa Kivinje**

_Updated action plan_
# Promoting heritage resources in Kilwa to strengthen social and economic development

## Year 2

1. Preparation of a management strategy for the long-term conservation of the trails with the various communities living along the trails (PR CRA)

2. Architectural/environmental study of the construction sector (workshop): materials, available skills, needs, environmental and social impacts (CRA)

3. Design and printing of a promotional leaflet (PR CRA)

4. Design and printing of an information guide presenting the cultural & natural heritage (with a map) (PR CRA)

5. Design and printing of a travelling exhibition (PR CRA)

6. Preparation of signage strategy (PR CRA)

7. Preparation of parks and open spaces (CRA)

8. Preparation of signage design (PR CRA)

9. Installation of interpretation signs (PR CRA)

10. Installation of small equipment (PR CRA)

11. Installation of small equipment and bird watching towers (PR CRA)

12. Opening to the public

## Year 3

1. Translation into Kiswahili

2. Duplication and distribution of the document in both English and Kiswahili

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### Level of achievement of the specific objective

The specific objective stated that: "Kilwa Heritage sites are understood, preserved and promoted by the local authorities in charge and the local communities, leading to increased tourism attraction and revenues".

Looking at the results obtained, we can say that the level of achievement is very high. Here are the main results obtained to achieve the specific objective:

<table>
<thead>
<tr>
<th>Expected results</th>
<th>Results actually achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>result 1</strong></td>
<td>- Management Committee met twice</td>
</tr>
<tr>
<td>Cultural and Natural heritage sites outside the WH boundary inventoried and documented. Inventory catalogue available at the district + township administration.</td>
<td>- Approximately 100 meetings on heritage issues held</td>
</tr>
<tr>
<td><strong>result 2</strong></td>
<td>- 44 sites inventoried, including 41 outside the World Heritage boundary</td>
</tr>
<tr>
<td><strong>result 3</strong></td>
<td>- 34 selected to appear in the catalogue</td>
</tr>
<tr>
<td><strong>result 4</strong></td>
<td>- 2818 copies of the inventory printed</td>
</tr>
<tr>
<td><strong>result 5</strong></td>
<td>- Population providing regular information on new sites to the guides</td>
</tr>
<tr>
<td><strong>result 6</strong></td>
<td>- 5 Trails connecting various sites promoted</td>
</tr>
<tr>
<td><strong>result 7</strong></td>
<td>- 1 video available</td>
</tr>
<tr>
<td><strong>result 8</strong></td>
<td>- Karibu Kilwa catalogue promoting 34 sites</td>
</tr>
<tr>
<td><strong>result 9</strong></td>
<td>- New leaflet widely distributed</td>
</tr>
<tr>
<td><strong>result 10</strong></td>
<td>- 2 travelling exhibitions</td>
</tr>
<tr>
<td><strong>result 11</strong></td>
<td>- 2 permanent exhibitions</td>
</tr>
<tr>
<td><strong>result 12</strong></td>
<td>- Road signs directing to sites</td>
</tr>
<tr>
<td><strong>result 13</strong></td>
<td>- Toilets, bandas, benches, etc.</td>
</tr>
<tr>
<td><strong>result 14</strong></td>
<td>- 2 guesthouses offering 5 rooms each available in well conserved villages, far away from Masoko, in Ngea and Lihimalyao, close to a wide range of inventoried sites.</td>
</tr>
<tr>
<td><strong>result 15</strong></td>
<td>- Information centre built in 2015 and perfectly operational. The information centre is built in the hearth of Masoko, not at the harbour.</td>
</tr>
<tr>
<td><strong>result 16</strong></td>
<td>- A document describing the Kilwa architectural designed with the Antiquities and Town planning experts, available in English and Swahili.</td>
</tr>
<tr>
<td><strong>result 17</strong></td>
<td>- Diagnosis of a major building (custom house) done in a participative manner, and all restoration costs calculated.</td>
</tr>
</tbody>
</table>
Activities that were planned and that you were not able to implement, explaining the reasons for these

All the planned activities have been implemented. We are proud to say that more activities than what was originally scheduled were implemented. The video, the toilet block, the training of guides on language courses in Arusha or the catalogue of hotels in Masoko for example were additional activities proposed by stakeholders and developed during the project. However, some slight problems occurred, as explained below.

Location of the information centre
In the project document, it was suggested to build the information centre at the harbour, where visitors board the boat to visit the World Heritage Site. But after completing the inventory, it was clear that the World Heritage site is only one out of more than 40 possible destinations within the District. It was also obvious that the harbour is disconnected from the hearth of Kilwa Masoko. This is why the Township authority suggested building the centre on the market place, where visitors land when they arrive from Dar. This proved to be a wise choice, because the market is a very dynamic place where most inhabitants transit at least once a day. If we had built the information centre at the harbour as planned, it would never have been as successful and lively as it is today.

Information panels on Birds
A panel presenting 58 bird species commonly seen in Kilwa was installed in the Makubuli bird watching tower. It was unfortunately stolen twice. We therefore decided to avoid installing it a third time. We provided copies of the same panel to each guide. They now carry these panels with them when they go on tours.

Guesthouses
The most difficult item in the project was the construction of the guesthouses, although we managed to have them completed in August 2016, just before the end of the project.

The guest rooms activity went through spectacular turns of events. The original idea as explained in the project document was the following:

For a complete immersion of the visitor within the landscape, accommodation options will be proposed in various villages along the trails. Such options do not exist for the moment; hotels are only available in Kilwa Masoko. Rooms will be made available in privately owned family compounds that will be identified during the inventory process. Families who are interested in receiving guests will receive special training and small projects will be implemented to restore selected houses and uplift the living standards, without compromising the authenticity of the architecture. (…/…) The guest rooms will create direct jobs for house owners who stay far away from Kilwa Masoko (mainly small farmers). Bringing visitors to stay in various villages will also stimulate investments in remote areas.

(text extracted from the project document submitted in 2013).

In 2014, the inventory revealed that the initial hypothesis that guest houses do not exist outside Masoko was totally wrong! We came across a number of existing guest houses, of rather poor quality, and we therefore decided with our partners to upgrade these existing guesthouses instead of competing against them by building new structures. We therefore decided to upgrade 3 guesthouses in Njinjo, a charming village close to Maliwe lake, for visitors who want to explore the Western part of the district. The guesthouse owners were mobilised and all the technical studies prepared with them, including precise cost estimates.

Unfortunately, at the beginning of 2016, when everything was ready for implementing the works, we were told that due to exceptional floods, Njinjo would be moved to another location! We were disappointed on one hand, but glad on the other hand to be informed right on time. Fortunately, no money was unnecessarily spent in Njinjo.

We therefore decided to build 2 new guesthouses of reasonable size (5 rooms each). The first guesthouse is located in Ngea village, very close to Njinjo but on top of a plateau, away from floods. The second guesthouse lies in Lihimalyao, on the southern coast, in a very authentic and peaceful village. Both guesthouses were completed in August 2016.

Photos of these guesthouses can be seen page 27.
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2.2. Activities and results

Activity 1: Heritage Management

The idea behind this activity was to raise awareness about the importance of heritage. Local government services dispose of staff to deal with a wide range of issues such as education, health, fishery or forestry... but no one dedicated to tourism or heritage. The only person related to heritage is the “Culture and Sports officer” for the District, but his activities did not focus on the development of cultural tourism. The Antiquities Division of the Ministry of Natural Resources and Tourism has a local office but they work on the conservation of the World Heritage Site and the collection of revenues from visitors.

We therefore endeavoured to convey the passion for heritage to all administrative staff but also to the largest possible number of stakeholders, to multiply the number of actors dedicated to heritage issues and ensure sustainability for the project beyond 2016. The idea was to transfer skills and develop a sense of ownership of the project by various stakeholders. Ownership by Tanzanians was a key point throughout the 3 years and Tatu Magina, our Local Project Coordinator, regularly attended meetings to initiate discussions on specific issues, such as the protection of natural areas or the promotion of tourism.

In total, approximately 100 meetings were held over the 3-years period.

Activity 1.1: Management Committee
Steering committee meetings were held in 2015 and 2016 to discuss results achieved and prepare upcoming activities. The members of the committee included: The District Commissioner, The District Executive Director, The District Administrative Secretary, The Township Executive Director, the Culture & Sports officer, The Antiquities office head, The Town Planner, the local project coordinator, The Environmental Officer, CRAterre and Rochefort Océan.

Activity 1.2: Identification of the task groups working on various activities of the project

Four task groups were formed:

- The task group on Inventory, composed of the tour guides, the local project coordinator and representatives of the administration. This group gathered all the raw material to produce the Karibu Kilwa catalogue.

- The task group on Urban regulations, composed of the District Town planning office, with whom workshops and meetings on the conservation of architectural values were held. The town planner spent 2 weeks in Rochefort in 2015 to study the specific French urban regulations for heritage sites. This task group contributed to the preparation of the “Kilwa sustainable architecture” publication.

- The task group on Bird Watching composed of a Tanzanian bird expert, the guides, school teachers and the local coordinator. They organised 2 training sessions on bird watching.

- The Salt producers decided to unite themselves to better resist commercial pressure from buyers. This resulted from discussion with a French salt producer who came to Kilwa in 2014.
Activity 1.3: Periodic meetings to develop heritage management policy, prepare the trails and harmonize activities in the District

This task was mainly handled by the local coordinator, Tatu Magina, who attended District and Township meetings to advocate for the integration of heritage resources in local development policies. Whenever missions were organised, meetings were also held with the District Commissioner, the District Executive Director and the Township Executive Director to discuss the importance of heritage for the region.

Activity 1.4: Preparation of a long term strategy for the conservation of the trails

Five trails were designed with the guides in January 2016. They connect various sites in the district and are marked with direction signs along the roads. The District will be responsible for the maintenance of the signage while individual sites will be conserved by the communities themselves. Villagers in Ngea or Lihimalyao for example have started cleaning paths and preparing sites on their territories.

Activity 1.5: Preparation of management strategies for individual sites

Discussions on the management of individual sites started in 2015. Tatu Magina and the guides carry out regular surveys (Ngea, Lihimalyao, Kivinje, Mto Nyange, etc...) to identify failures and needs in the current mechanisms. Sites are mostly managed by villagers, but the survey helps to see how collaboration between the villagers, the administration and the guides can be improved on, in order to ensure a fair distribution of tourism revenues in the villages. This will facilitate their implication for a better conservation of their heritage.

2017 and beyond...

Recommendations on Heritage Management

Recruit a Culture Tourism officer

We strongly recommend to recruit a person in charge of cultural tourism and to introduce a specific budget line within the yearly District budget. This was suggested by the District Commissioner in his closing ceremony speech.

Monitor the sites

Monitoring visits should be held at least once a year on all sites by the administration and the guides to assess their state of conservation, study the management mechanisms and discuss short term strategies for their improvement. A questionnaire sample is provided in this report, page 48.

Interrogate visitors

The guides should continue to assess visitor satisfaction after each visit, using the visitor’s book or specific questionnaires. This can help to raise challenging issues and identify good ideas that visitors might suggest.

Give continuity to the project

The District and Township should explore ways to continue the various activities developed under this programme to help the guides in providing genuine experiences and high quality services to visitors. Funding sources should be explored to continue preserving the heritage resources and providing new equipment along the trails.
Activity 2: Inventory of cultural and natural resources

This activity was concluded satisfactorily in 2014, with the Karibu Kilwa catalogue. In total, 2818 copies of the catalogue were printed for 11533 euros. 1900 copies have been received by TTB and approximately 1000 have already been distributed in international tourism fairs. Some copies were given for free to the EU, the French Embassy and to the project partners; some copies were also given to the village committees where sites are located. Copies are now sold at the information centre in Kilwa in order to raise funds for its economic sustainability. Visitors but also locals have started buying copies. The printing of one copy costs 3,50€ in Dar es Salaam, which is equivalent to 8000 TSH approximately. The guides decided to sell each copy at 15000 TSH, in order to generate sufficient revenues for future reprinting.

Activity 2.1: Compilation of promotional tools
A preliminary desktop survey was carried out in Dar es Salaam by the Antiquities Officer based in Kilwa in 2014. His research targeted the Dar es Salaam museum archives and University library. His work helped to identify some of the sites and previous research works done in Kilwa.

Activity 2.2: Workshop to define a strategy
Field data were gathered according to a precise methodology set with the guides. Specific survey sheets were designed to collect all the necessary information in a systematic way.

Activity 2.3: Heritage Inventory in the district
The inventory was done during year 1. The CRAterre expert contributed to the documentation of the first 11 sites visited, to transfer the methodology and skills required. The remaining 33 sites were documented by the guides themselves, accompanied by the local project coordinator and by interns working for the Antiquities office in Kilwa. District and Township staff also participated. The data gathered served to feed many other activities. In total, 12000 photos were taken during year 1.

Activity 2.4: Description and mapping
The sites inventoried are presented in the “Karibu Kilwa” Catalogue. This is a 82 pages publication presenting the 34 most appealing destinations out of the 44 inventoried. This catalogue was initially printed in 2015 and then reprinted in 2016. The catalogue also contains a map of the district showing the sites location (see page 19).

Activity 2.5: Study of the construction sector
Documentation on the local architecture started during the inventorying process. Many buildings and construction details were studied and photos taken. They served during year 2 as a base to design the information centre (activity 5.2.) and compile information sheets on building materials.

Activity 2.6: Catalogue of architectural details
Based on the experience gathered during the construction of the information centre and the 2 workshops on urban regulations, a document titled “Kilwa sustainable architecture” (activity 2.6.) was prepared in 2016. Although it was printed in Kiswahili, an electronic version is also available in English.

2017 and beyond...

Recommendations on the Inventory

Continue identifying sites
Inventorying is an endless process. Information on new sites is regularly brought by villagers to the information centre. The guides and the local administration should document these new sites and promote those who can receive visitors.

Reprinting Karibu Kilwa
The catalogue has definitely had a great impact on the district image, both internally and externally. Funding sources should be sought to print more copies.

Opposite page: The inventorying process and the map showing the 34 sites presented in the Karibu Kilwa guidebook
Activity 3: Promotion of heritage resources

Based on the vast amount of information collected with the inventory, a series of promotional activities were developed in 2015 and 2016.

Activity 3.1: Definition of Natural and Cultural trails
Five trails were designed in 2015. They are presented to visitors in the form of A4 sheets given for free at the information centre.
- Trail 1: West Kilwa Masoko (Makubuli)
- Trail 2: East Kilwa Masoko (Masoko Pwani Beach)
- Trail 3: South Kilwa Masoko (Village, Jimbiza beach and wild coast)
- Trail 4: West Kilwa District (Lake Maliwe)
- Trail 5: South Kilwa District (Tung’ande Caves & Mto Nyange Hippo Pool)

The sheets distributed explain the trails on the front page: its duration, the features that can be seen, where to get food and drinks, etc. The back of the page presents a map of the trail with the path to follow, and various spots that can be enjoyed on the way.

Activity 3.2: Workshop with the guides
The guides play a major promotional role. The project was a continuous training session for them. Several workshops involved the guides:
- Workshop on tourism products development
- Workshop on promotional products design
- Workshop on Web promotion and feeding
- Training in Rochefort, France to acquire skills on tourism and visitor management
- Training in Arusha on French language
- 2 workshops on Town Planning and development

Activity 3.3: Design and printing of a promotional leaflet
A leaflet on Kilwa was designed by the Rochefort team in France based on the draft elements prepared with the guides in January 2015. 5000 copies were printed in Dar es Salaam and distributed worldwide by Tanzania Tourism Board.

Activity 3.4: Design and printing of an information guidebook
The Karibu Kilwa Catalogue is the guidebook on local sites. It contains a map of the district and illustrated sheets describing each individual site. The guide was printed in April 2015 and reprinted in 2016. Copies have been widely distributed by Tanzania tourist board (TTB) in international fairs but also to tour operators in Tanzania and hotels in Kilwa to promote the 34 sites described.

Activity 3.5: Design of a travelling exhibition
The project provided two travelling exhibitions, one specifically on Kilwa, and the other one on the similarities between Kilwa and Rochefort.
The Kilwa exhibition comprises 9 panels depicting various topics:
- Architecture
- Birds
- Boats
- Crafts
- Cuisine
- Fishing
- Salt Farms
- Trees
- District Map

Another exhibition presenting similarities between Rochefort and Kilwa was prepared in 2015 and displays 6 panels.

Activity 3.6: Design of information panels
15 information panels have been installed in four locations:
- 9 information panels installed in Masoko information centre
- 4 panels on the History of Kilwa installed at the Masoko Antiquities office
- 1 panel on bird species at Makubuli bird watching tower
- 1 panel on Kisiwani at the Masoko Harbour

Most panels were printed in Dar es Salaam and can therefore easily be reprinted if the get damaged.
**FINAL REPORT** Promoting heritage resources in Kilwa to strengthen social and economic development

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INFORMATION PANELS – Masoko Antiquities Office

Kilwa History
UNESCO World Heritage Site

The Kilwa Tradition in Kilwa

Monsoon
Great Zimbabwe

Chronology

Monuments in Kilwa:

- Castles
- Inscriptions
- Fortifications
- Buildings
- Monuments

Kilwa Heritage | Kilwa Urithi
Activity 3.7: Promotion of Kilwa at the national and international levels
Promotion is done by the guides with the support of Rochefort experts. Each guide received a laptop to work on documentation and promotion. They were trained to maintain and feed various information platforms on the web. Three of the guides were sent to France for training on tourism.

The following national and international promotional activities were implemented:
- Creation of www.kilwatourism.com webpage
- Thematic photo albums on Flickr
  - www.flickr.com/photos/130001931@N08
- Creation of a webpage on Tripadvisor
- Distribution of a double illustrated page describing the destination for 8 tour guide publishers (Lonely Planet, Bradt, Routard, Rough guides, Gallimard, Frommer’s, Nelles and Marcus)
- Facebook profile and a Facebook page

A video has also been prepared. It will be made available to TTB (for Tourism fairs and for display at Dar airport) and to all project partners. 3 versions will be prepared in English, Swahili and French. The video will also be available on Youtube.

In addition, Tanzania tourist board (TTB) continuously promotes Kilwa. Their promotional activities include:
- Promoting Kilwa in national, regional and international tourism fairs
- Sending information to hotels and tour operators in Tanzania and abroad
- Promoting Kilwa on their website
- Distributing the Karibu Kilwa book and leaflets

Activity 3.8: Equipment of the trails
The following equipment was installed:
- One bird watching tower (Makubuli/Masoko)
- One toilet block (Masoko)
- 21 road signs including 14 metal signs, 5 stone signs and 2 wooden signs
- 1 bench on the path between Lihimalyao village and Tung’ande cave
- Clearing of the path between Lihimalyao village and Tung’ande cave
- Upgrading the path inside Tung’ande cave
- Clearing the Ngea - Lake Maliwe road including installation of pipes to drain water
- 2 new canoes on Lake Maliwe
- 1 minibus provided by the project
- Uniforms, shoes, binoculars, cameras, bicycles and first aid boxes for each guide
- Meeting and information point built in Ngea

Activity 3.9: Preparation and installation of interpretation signs
A plaque on local bird species was designed with the guides and the bird expert who was mobilised during year 1. It was installed and stolen twice in the bird watching tower. Duplicates have been given to each of the guides. They now carry the plaque with them to avoid theft.
Another plaque was installed at Masoko harbour. It gives basic information on Kilwa Kisiwani.

In addition to these signs placed outdoor, 15 information panels have been installed in the information centre and Antiquities office, as explained in the “Activity 3.5” chapter.

2017 and beyond...

Recommendations on Promotion

Travelling exhibition
Various organisations have offered to host the travelling exhibition like the Boma in Dar or the Alliance Française. Dar Museum is also an option. They should be contacted to organize exhibitions. Other locations in the north (Arusha) should also be explored.

Collaboration Guides/TTB
The guides should seek continuous support by TTB to promote the destination. TTB can certainly help in printing more promotional materials, or strengthening the guides’ skills in managing social media.

Signs
The signs need maintenance. Repainting will certainly be required every 4-5 years.

Social media
New pictures and positive information should be added every month on Facebook, Flickr and TripAdvisor, with a minimum rate of 10 photos/month.

Role of hotel owners
Hotels owners should be provided with good quality materials (photos and texts) to promote Kilwa on their webpages.
## Practical informations

### How to get there?

**By car:**
Car rental and 4x4 from the main Tanzanian towns.

**By bus:**
Daily comfortable buses from Juba stations between Dar es Salaam, Ilala (Darjani) and Kilwa (estimated time between 4.5 hours).

**By air:**
Regular flights: booking rate (minimum 5 passengers) between Kilwa marient and Dar es Salaam, Juba (Sudan), Limpango (South Africa). Contact Coastal Airline +255 792 057 905

### How to get around?

By minibus “daile” or “bajaj”:
For short distance between villages.

By bicycle
Rental at Kilwa Tourist Office.

### How to organize your stay?

**Where to eat:**
Numerous restaurants are available: not to be missed:
- Marinated (sea shrimps), giblets (turtles), fish and rice with vegetables.
- At the market:
  - Delicious fruits: Pineapple, mango, papaya...

**Where to stay:**
More than 25 hotels and bed & breakfasts of all categories are to be found at Kilwa Kisiwani, near to the beach, close to the marient, or in the heart of the town.

**GettingThere:**
Kilwa Kisiwani
Kilwa Islands Tour
Tourist office:
Kilwa Kisiwani
Kilwa Kisiwani
Contact:
+255 718 650 802
kivinje@kili.com

**WEBSITE EQUIPMENT:**
- Road signs, bird watching tower, information banda and toilet block.
Activity 4: Guest rooms installation

This activity initially aimed to create new guest houses in remote rural areas. During the project design phase, we were told that no accommodation was available outside Masoko, which proved false later. The 2014 inventory allowed us to partly take stock of the hotel offer in the district. In Masoko alone, we inventoried 29 Hotels and Guest houses. We also identified other Guest houses inland, away from Masoko. We also realized that after a whole day on the field, tourists prefer to return to villages where they can find electricity to recharge their phones and find places selling food rather than stay in remote homesteads.

Instead of creating new guest houses, we therefore suggested in 2015 reinforcing 3 guesthouses in Njinjo, close to lake Malawe, because they already had sustainable management structures. We discussed transformation options with each owner and prepared cost estimates. But by the end of 2015, floods affected the village and the District Commissioner announced its future displacement. We then decided with the project partners to build two guesthouses of 5 rooms each in 2 separate villages: Ngea and Lihimalyao. We described this change of plan in the amendment request sent to the EU. The guesthouses drawings and budget were finalised by CRAterre based on discussions with craftsmen in the villages and construction was done between July and August 2016 under the supervision of the local coordinator.

Activity 4.1: Identification of houses and villages of high authenticity
Ngea and Lihimalyao are two villages of high authenticity identified in the inventory phase. It was important to install the guesthouses in villages that reflect the true village intelligence, based on well-mastered know-how and well-kept traditions. The architecture in these villages is better preserved than in most of the other sites visited. Designing and building the guesthouses with the local craftsmen using local resources was therefore quite easy, because they knew perfectly what they had to do.

Activity 4.2: Creation of a structure for the management of guesthouses
Both guesthouses will be managed by the village committees, locally known as “village governments”. We did not create new structures for their management because the efficiency of the villagers in the construction process proved how reliable and engaged they are.

Activity 4.3: Design of a charter on customer care
A customer care charter was designed in January 2016 with Masoko guest house owners based on a participatory assessment of the current situation.

Activity 4.4: Training families and assistance in setting up the guest houses
The two guesthouses in Lihimalyao and Ngea are managed by their “village governments”. They have assigned people for each tasks: cleaning, reception, security and cooking. Tatu Magina worked on customer care with them.

Activity 4.5: Design a simple leaflet presenting accommodation options
The 29 Hotels and Guest houses inventoried in Masoko are presented in a catalogue available on the project website. www.kilwatourism.com

2017 and beyond...

Recommendations for the Guesthouses

Sustainability
Sustainability of the guesthouses will partly depend on promotion. The guides and TTB should promote excursions in these 2 villages to ensure that sufficient revenues sustain the smooth running of the structure.

Management
The guides should ensure that both guesthouses respect the customer care charter. Visitors staying in the guesthouses should be asked to fill questionnaires to assess their satisfactions and identify details that can be improved on.
LIHIMALYAO GUESTHOUSE

NGEA GUESTHOUSE

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Activity 5: Creation of an information centre with a tour guides office

Activity 5.1: Definition of the architectural programme and preparation of a business plan to run the centre
The architectural programme was prepared in January 2014 by the guides, with the support of the experts. The business plan was prepared during year 2 (January 2015), by the guides (the users) and the township (the owners). They signed an agreement on the responsibilities of each party.

Activity 5.2: Design and construction of the information centre
This information centre was a milestone in the project and a major achievement in 2015. The erection of the building took 7 weeks and mobilised 25 people. The construction process was a major event for the local population. A banner in Kiswahili informed them about the future role of the building. The public was allowed to access the site during construction. It gave more visibility to this EU action and the place became the meeting point for all partners. Besides providing an information point for visitors, one of the objectives of this building was to prove that local materials and techniques are not outdated. Highly skilled traditional craftsmen are available in Kilwa thanks to the conservation works done on the islands. But the Dar-Kilwa road has opened the door to industrial materials. This impacts the mentalities, the skills, the environment; it affects the authenticity of the place and reduces local economic opportunities. New architecture does not require new materials. All materials for the info centre were locally sourced: Coral stones, sand, soil, lime, wood, bamboos, palm leaves shingles, woven mats.... In total, 90% of the money spent on the building benefitted the population, either in the form of direct labour, or in the form of materials production. For instance, the four mats used to cover the office ceiling represent twelve months of work for a woman.

The information centre also offers local products for sale, respecting a specific ethical charter. New food products and artefacts were developed during the project, such as sesame biscuits.

Activity 5.3: Training of staff and guides in Rochefort
Three guides were sent for 2 weeks to Rochefort to share experience with French counterparts and receive training on promotion.

Activity 5.4: Finishes, installation and opening
The building was operational by mid-2015, one year earlier than scheduled. This allowed us to treat the finishes with great care and prepare good quality information panels inside. Today, the information centre is smoothly managed by the tour guides. Tourists come on a daily basis and seem to enjoy the services offered. Ownership of the building by the local population exceeds all our expectations. The place is constantly visited, throughout the day till late in the evening, thanks to the solar lighting system in place. It has become a meeting and resting place for residents and travellers. The ideal location between the market and the bus terminal and the widely open architecture has contributed to transform this building into a public meeting place and the new cultural hearth of Masoko.

2017 and beyond...

Recommendations on the information centre

Local products
By the end of the project, the number of local products for sale remained limited. More efforts should be made (with the salt producers, women...) to encourage the production of small items that visitors can easily buy and take away.

Keeping the place alive
We encourage the Township to develop the space between the building and the toilet block by planting trees and installing benches where people can rest and enjoy their evening.

Sustainability
The information centre contributes to promote Kilwa. The opportunity to have one or more staff paid by TTB should be explored.
INFORMATION CENTRE UNDER CONSTRUCTION

INFORMATION CENTRE OPERATIONAL
Activity 6: Production of Urban and Landscape regulations

Activity 6.1: Workshop on key issues affecting the landscape
Discussions on Urban and Landscape regulations issues started in January 2015 with the organisation of 2 workshops, one in Masoko and the other one in Kilwa Kisiwani. The workshop served to define the architectural and landscape values that need to be preserved in Kilwa Masoko, and identify the threats that could affect these values. The results served as a base to develop more precise documentation in 2016 in close collaboration with the land office/urban regulations team. Hamidu Mtemekela, Kilwa town planner was also invited for two weeks in France in September 2015 to study town planning and tourism development policies in Rochefort.

Activity 6.2: First draft or architectural regulations
The first item produced was a series of 14 information sheets on local materials: earth, coral stones, aggregates, sand, lime, soft timber, hard timber, mangrove poles, bamboos, palm leaves, grass thatch, braided coconut fibres, mats and ropes. Each sheet provides information on the material, where it can be sourced, how it can be used, its advantages and weaknesses.

Activity 6.3: Work on the landscape regulations
These sheets were then developed into an 84 pages book with 219 illustrations depicting Kilwa architectural values. It is a tool to convince anyone willing to build in Kilwa including project managers, craftsmen and designers to produce more sustainable buildings. Using local materials and techniques would preserve the authenticity of the cultural landscape.

Activity 6.4: Discussions/corrections on the landscape regulations
The document was circulated to various experts in 2015 for corrections, including Hamidu Mtemekela, urban planner, Revocatus Bugumba, Antiquities officer, Stephen Battle, architect who worked on Kisiwani and Songo Mnara conservation campaigns, Mike Mills, civil engineer based in Kilwa and Christopher Mills, engineering geologist.

Activity 6.5: Translation and duplication
The Kilwa sustainable architecture document was translated by Revocatus Bugumba and printed in Swahili in Dar es Salaam. All copies were delivered to Kilwa Masoko.

2017 and beyond...

Recommendations on Urban/landscape regulations

Kilwa Sustainable architecture
This document should be widely distributed to project managers and builders to encourage them use local resources rather than imported materials.

Building regulations
An urban plan with precise building regulations should be prepared to better control the landscape development. Funding should be sourced for this.

New Projects
We encourage the Township to develop new projects in the same spirit as the Information centre. The new Bus station, the fish market, the new antiquities office or any other public project should show the way to sustainable architecture by using local materials and architectural styles.

Cleanliness
More efforts should be done to sensitize the population on waste reduction, treatment, collection and recycling.
WORKSHOPS ON URBAN & LANDSCAPE ISSUES

KILWA SUSTAINABLE CATALOGUE

Local materials and techniques

Promoting heritage resources in Kilwa to strengthen social and economic development
Activity 7: Documentation of Kilwa Kivinje

Kilwa Kivinje presents a rich Arab and German colonial heritage dating back to the 18th and 19th centuries, when maritime trade was booming. This small town is well structured, with an interesting layout that includes a harbour, public squares, a market hall and a series of storey buildings that have kept genuine architectural features such as carved doors. However, most buildings are in very poor shape and the current state of conservation is not appealing. As a first step, the project proposed to study one of the buildings and prepare a project document to source funding. The “Custom House” building was selected by the township. It’s a large structure facing the sea, covering 650m² on the ground. A meeting was held with township staffs to discuss the building history and revitalization strategies. The physical survey of the building was done in January 2016 with the municipality and a team of motivated community members assisted by 2 CRAterre architects. Based on the drawings produced, a workshop was conducted at the site with 3 teams of local craftsmen (fundis) to discuss restoration options and costs. The estimates obtained indicate that 100 Million shillings are needed to safeguard the structure. To this cost, expertise costs should be added if conservators or an architect is brought in to supervise the work, as well as the cost of finishes and equipment, which will depend on the uses that the township will be made of that building. For instance, a hotel or a restaurant will require more equipment and better finishes than meeting rooms or office spaces.

2017 and beyond...

Recommendations on Kivinje

Source funding
Sourcing funds with the elements produced by the project is a priority.

History
Very little information is known on the history of Custom House. Jackson Kimambo, an archaeologist carried out a research in Dar-es-Salaam to seek information at the museum and at the University. He also checked on the web but no elements were fund. Research should continue including European archives.
2.3. Describe if the Action will continue after the support from the European Union has ended.

The information centre will continue to operate. The guides were active as a group before the Action started, but their action was extremely narrow. Within the past 3 years, they have gained a lot of confidence, experience and equipment to operate in very good conditions. They have also gained space and visibility with the new information centre. They will definitely keep this information centre alive in the coming years.

Tanzania Tourism Board is convinced about the quality of the inventoried sites and will continue to promote Kilwa as a tourist destination.

The local administration also promised to employ staff dedicated to the development of sustainable tourism in the District to continue the work that Tatu Magina was doing under this Action.

2.4. Explain how the Action has mainstreamed cross-cutting issues

The following actions contribute to mainstream cross-cutting issues:
- **Gender equity:** The local project coordinator employed was a young woman.
- **Good governance:** All activities were implemented in a participatory manner; hence the large number of people involved.
- **Democracy:** The project was designed with the local authorities and all activities were discussed openly with large stakeholders groups. All reports and documents were widely distributed to ensure transparency.
- **Environmental sustainability:** School kids were involved in training sessions on bird watching, as a means to sensitize them on the importance to respect birdlife. All buildings erected as part of the Action use locally sources natural materials. The “Kilwa sustainable architecture” document promotes the use of non-industrialised local materials.
- **Disability:** All the buildings erected including the information centre can be accessed with a wheelchair.

2.5. How and by whom have the activities been monitored/evaluated?

The activities were monitored on a weekly basis by CRAterre assisted by the local project coordinator. Tatu Magina wrote weekly reports describing activities implemented. Communication between CRAterre and the partners was constant. More than 6,000 emails were exchanged to monitor the project and follow-up activities.

A project evaluation was done in November 2015 by a British evaluator: Judith Staines. Her visit was a good opportunity to discuss the project results and present the timeline for implementing the remaining activities. An amendment request was sent to the EU after this evaluation to adjust some of the proposed activities.

2.6. What has your organisation or any actor involved in the Action learned from the Action

<table>
<thead>
<tr>
<th>ACTOR</th>
<th>What they have learned</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRAterre</td>
<td>EU project management skills</td>
</tr>
<tr>
<td></td>
<td>Specific construction techniques skills employed in Southern Tanzania</td>
</tr>
<tr>
<td></td>
<td>Heritage promotion skills</td>
</tr>
<tr>
<td>Kilwa Local government</td>
<td>Quality and variety of heritage sites available on their territory</td>
</tr>
<tr>
<td></td>
<td>Importance of considering heritage in their development policies</td>
</tr>
<tr>
<td></td>
<td>Importance to promote local building materials for contemporary architecture</td>
</tr>
<tr>
<td>Rochefort</td>
<td>Lesson on other development approaches that can also apply to Rochefort</td>
</tr>
<tr>
<td></td>
<td>How to develop really local products for souvenir shops</td>
</tr>
<tr>
<td></td>
<td>Different approaches to manage sites in a sustainable way, without external funding</td>
</tr>
<tr>
<td>Tour guides</td>
<td>Heritage promotion skills</td>
</tr>
<tr>
<td></td>
<td>Computer skills</td>
</tr>
<tr>
<td></td>
<td>Language skills</td>
</tr>
<tr>
<td></td>
<td>Tour guiding / visitor management / customer care skills</td>
</tr>
<tr>
<td>Local population</td>
<td>Importance of heritage resources for economic development</td>
</tr>
<tr>
<td></td>
<td>Importance of protecting their resources to attract tourists</td>
</tr>
<tr>
<td></td>
<td>Customer care skills (guest house management groups)</td>
</tr>
</tbody>
</table>
2.7. Materials produced during the action

The action produced:

<table>
<thead>
<tr>
<th>Title of material produced</th>
<th>Copies made</th>
<th>Sent to</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 progress reports</td>
<td>20 hard copies of each + electronic format</td>
<td>Hard copies distributed to main stakeholders and soft copies sent by email to 97 people</td>
</tr>
<tr>
<td>2 yearly reports</td>
<td>5 hard copies of each + electronic format</td>
<td>Hard copies sent to the EU and soft copies sent by email to 97 people</td>
</tr>
<tr>
<td>This Final report</td>
<td>20 hard copies of each + electronic format</td>
<td>Hard copies distributed to main stakeholders and soft copies sent by email to 120 people</td>
</tr>
<tr>
<td>The Karibu Kilwa catalogue</td>
<td>2818 hard copies printed</td>
<td>Distributed by TTB in international tourism fairs, Sold by the guides in Masoko, Can be downloaded on the Web</td>
</tr>
<tr>
<td>A leaflet</td>
<td>6600 copies printed, including 5000 in 2015 and 1600 in 2016</td>
<td>Distributed by TTB in international tourism fairs</td>
</tr>
<tr>
<td>12 Postcards</td>
<td>500 copies of each card printed = 3000 postcards</td>
<td>Sold by the guides in Masoko</td>
</tr>
<tr>
<td>The Kilwa sustainable architecture document</td>
<td>1000 hard copies of the Swahili version printed, English version I electronic format only</td>
<td>Distributed in Masoko by the Urban Planning department to builders and investors</td>
</tr>
</tbody>
</table>

2.8. Contracts above € 60 000 awarded for the implementation of the action

The action did not comprise contracts above € 60 000.
3. Beneficiaries/affiliated entities and other cooperation

3.1. Relationship between the Beneficiaries/affiliated entities of this grant contract

The relations between partners were excellent, as expressed in the closing ceremony speeches (see appendices). The Tanzanian partners appreciated the fact that information was shared (12 progress reports distributed and approximately 100 meetings held). The field experience of French experts was appreciated and the results are very positive. Throughout the project, both Tanzanian and French partners have provided ideas to facilitate the implementation of activities and achieve more than what was originally planned. The information contributes to the good relationship between partners. It is important to note that Tatu Magina, the local coordinator played a great role in connecting all partners.

3.2. Is the above agreement between the signatories to the grant contract to continue?

All partners are willing to continue collaborating. CRAterre has not yet been able to find funds to develop more activities with the District or the Township, but we maintain constant vigilance on tenders for projects concerning the region. We hope to continue this efficient cooperation in the coming years to strengthen the project achievements.

Rochefort Ocean experts will organise two missions, one in 2017 and the other in 2018 to start working on the issue of waste management with the Township. This will contribute to maintain a link between France and Tanzania. Rochefort is also continuing to feed the website and keeps constant working relations with the tour guides group to develop tourism promotion activities.

3.3. Relationship between your organisation and State authorities in the Action countries?

The relations were excellent with State Authorities. We endeavoured to keep these friendly relations by visiting them during missions, but also by informing them of the progress of activities through regular reports. The group of partners extended over the missions, and no relationship problems were encountered. We wish to acknowledge the strong support we have received at the beginning of the Action by Abdallah Ulega, the first District Commissioner, who took very seriously the issue of heritage conservation in his speeches.

3.4. Relationship with any other organisations involved in implementing the Action

One key organisation involved in implementing the action was “Kilwa Islands Tour”, the Kilwa Tour guides association. They considered this project as an opportunity to expand their activities and strengthen their role at the district level. Tanzania Tourist Board has also recently brought its support to this action.

3.5. Where applicable, outline links and synergies you have developed with other actions

This action is directly linked to another programme financed by the DAECT of the French Ministry for Foreign Affairs. This programme managed by Rochefort Océan was titled “Heritage management and development of Kilwa Township territory” and perfectly complemented the EU action in Kilwa.

The objectives of the project were to establish appropriate governance and promote sustainable tourism. Collaboration was established between Rochefort Océan and CRAterre to avoid duplication of effort and ensure that the two projects reinforce each other.
3.6. EU grants strengthening the same target group

Not applicable to this action

3.7. How do you evaluate cooperation with the services of the Contracting Authority?

We are satisfied with the services provided by the contracting authority. Mr. Stephen Godlove gave us full satisfaction and we appreciated his reactivity and his presence 3 times in Kilwa: once in 2013 for the Kick-off meeting, and twice in 2016, for the launching ceremony of the information centre (January) and the Closing ceremony of the project (August).
4. Visibility

4.1. How is the visibility of the EU contribution being ensured in the Action?

We have no objection to this report being published on the EuropeAid website.

Visibility actions implemented during YEAR 1
- Insertion of the EU logo on all documents distributed (programmes, press releases, reports) and all PowerPoint presentations made during the project.
- Insertion of the EU logo on all working documents (inventory sheets used in field trips for example)
- Installation of 2 banners with the EU logo for the opening ceremony
- One of the banner designed to be reused during meetings
- Invitation of 3 media (2 newspapers and 1 TV ) and press release for the opening ceremony
- Illustrated inventory sheets marked with EU logo and distributed
- Badges given to the guides marked with the EU logo
- Posters presenting the hotels and guest houses marked with the EU logo
- All computers, cameras and IT equipment provided by the project marked with EU stickers provided by the Programme Officer on Aid effectiveness and visibility in Dar-es-Salaam
- Reports marked with the EU logo and widely distributed in Tanzania
- Bicycles purchased for the guides marked with the EU logo a and abroad
- Minibus marked with the EU logo
- EU logo displayed on banner during Bird training

Visibility actions implemented during YEAR 2
- Inventory catalogue with EU logo on each page distributed to hotels in Kilwa
- Inventory catalogue widely distributed and marked with the EU logo
- Office of the local coordinator clearly marked with the logo
- Printing of 1400 copies of the inventory catalogue with EU logo on all pages
- Introduction by EU Ambassador Filiberto Ceriani Sebregondi in the inventory catalogue
- Banner with EU logo installed on the information centre, during and after construction
- 2 plaques installed in Kilwa Masoko in January 2015 with EU logo
- 10 plaques installed in Kilwa Masoko in January 2015, including 2 installed in the bird watching houses
- Banners with logos at the launching of the Information centre
- Press release with EU logo at the launching of the Information centre
- Media coverage by newspapers, TV and Internet articles
- TV interview of Tatu Magina with EU banner in the background

Visibility actions implemented during YEAR 3
- Participation in the EU forum in Dar to share best practices between EU projects
- All signs and information panels along the visitors trails marked with the EU logo
- Special signboard with EU logo in the bird watching house
- Special plaque on the Tourist Information Centre
- All written production (leaflets, booklet, inventory catalogue, reports) marked with the EU logo
- Uniforms for the guides marked with EU logo
- Computers, cameras and other IT equipment marked with EU logo
- Press and media invited for the launching ceremony of the information centre
- Press releases sent to the media
- Small plaques on the guest rooms marked with the EU logo
- Installation of banners with EU logo during meetings
- Banners with EU logo at the closing ceremony
- Press release with EU logo sent to journalists at the closing ceremony
- EU logo on all pages of the final report, sent to all partners
- EU mentioned as funder of the project in the promotional video
- Presentation of the project in the international UNESCO conference held in Arusha
Samples of the visibility actions promoting the EU
### 5. Location of records, accounting and supporting documents

**Project publications**

Details on the project actions can be obtained in the following publications:

**Progress reports**

- [Image of Progress reports]

**Year 1 & Year 2 reports**

- [Image of Year 1 & Year 2 reports]

**Final report**

- [Image of Final report]

**Other publications**

- [Image of Other publications]
Name of the contact person for the Action:

Sébastien Moriset, Project coordinator

International centre for earth construction
BP 53, 2 rue de la Buthière, Parc Fallavier, 38092 Villefontaine Cedex, France
Office Phone : +33 (0)474 95 43 91 | Cell phone : +33 (0) 646 527 435
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www.craterre.archi.fr

Signature:

Location: Grenoble, France

Date report due: 10 March 2017

Date report sent: .........................


6 Appendixes

6.1. Closing ceremony speeches

Speech by Hans-Juergen Scheck, Head of the Finance and Contracts Section, European Union

Honourable Kilwa District Commissioner, Mr. Juma Abdallah Njwayo
Honourable Kilwa District Executive Director, Mr. Twalib Mbasha
Honourable Deputy National Authorising Officer, Ministry of Finance, Mr. Stephen Godlove
Honourable Mr. Mtemekela, Township executive director

Officials from the Regional Administration of Lindi, Kilwa District Council and Kilwa Masoko Township Authority
Mr Philippe Boncour, Head of Cooperation and cultural affairs of the French Embassy,
Representatives from the Non-Governmental Organisation CRAterre and Project Partners,

Ladies and Gentlemen,
I am very pleased to be here today to assist with the closure of this project “Promoting Heritage Resources in Kilwa to Strengthen Social and Economic Development” co-funded by the EU for an amount of 500 000 euros. This project is part of a larger programme of 10 million Euro to support culture and particularly culture heritage. We have seen excellent results across many of the projects, and we are so excited to see how the investment here in Kilwa has created a sustainable tourism centre and guest houses, and that we can expect to see the benefits of the project for the community carry on after the official closure.

Cultural heritage is so important, it is the soul of a people and a place. The EU is proud to have supported the cultural heritage of Kilwa, and to have supported the people of Kilwa to invite international and Tanzanian guests to understand their lives here in Kilwa – the beautiful salt farms and mangroves, the beautiful birds, the hippo pools, as well as the rich historical trading heritage of Kilwa in the past. The recognition of cultural heritage can contribute to pride, stability, growth, employment and economic development of local communities. Cultural heritage is, in fact, an essential resource for economic growth, employment and social cohesion, offering the potential to promote sustainable tourism.

More than 1 million tourists visited Tanzania’s world-class tourist attractions in 2013 and the World Bank predicts that Tanzania has the potential to receive up to 8 million visitors a year by 2025 if coherent policies and strategies are applied. This could create growing revenues and a large number of jobs. We are confident the many visitors will enjoy coming to visit Kilwa to understand the region and enjoy the natural beauty and cultural offerings. Many years ago Kilwa was a great trading port for the whole world, sending and receiving goods from Asia, Europe and the Middle East. From the eleventh century the sultans of Kilwa grew rich from control of the gold trade roads. We are excited to see Kilwa grow again in wealth and recognition, and to share her beauty with the world.

I trust that the initiative we are celebrating today will bring tangible results to the people of Kilwa who are the custodians of invaluable historic treasures. As the project comes to a close I would like to encourage the policy makers the project implementers and the Kilwa community to support continued preservation of the historic beauty and heritage of the historic sites of Kilwa and recognise the current value of the people and the natural beauty here- to be the keepers of history and the natural beauty of the region for the future generations.

Nashukuru kwa muda na ushirikiano wenu, Nawatakia kila la kheri, asanteni sana.
(My appreciation for your time and cooperation, I wish you all the best. Thank you)

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Speech by Ms Franca Berthomier cooperation Attaché, French Embassy to Tanzania

Let me first apologize on behalf of my ambassador, Her Excellency Mrs Malika Berak, and of the Head of cooperation, Mr Philippe Boncour, who would both have liked to be here today, if not for calendar constraints. I know this project is very important for them, and not without reasons. Since I arrived in Tanzania 18 months ago, I keep hearing that Kilwa is a must-see in Tanzania and one of the greatest heritage site of the country.

I also keep hearing from colleagues both here and in France that the project which is being implemented here is a role model for successful multistakeholder cooperation.

This information centre is in itself, a testimony of this great collaboration between the local authorities here in Kilwa district and township and in Rochefort Océan in France, and of all the joint work of CRAterre and the local communities, with the generous support from the European Union.

I am very pleased to be here today to witness the results of this work, after having heard and read so much about it. Kilwa is indeed a beautiful site and a testimony of the richness of Tanzania’s heritage. It has been the witness of the encounters between many cultures – from the Portuguese to the Omani sultanate – and now, thanks to the hard work accomplished and still being carried out daily, the future generations from Tanzania and from all over the world have the opportunity to marvel at its many treasures.

Cultural heritage is one of the main areas of focus for the French Embassy to Tanzania. Evidence of this fact are the topics of our next sessions in the context of our friendship group “Le cercle franco-tanzanien” as well as the two public debates we are organizing at the Alliance Française of Dar es Salam in October and November. They will successively discuss issues related to endangered heritage, to the preservation of urban heritage in a development context, and to the interlinkages between tourism and development. Three topics closely related to the work that has been done here during the last two decades. This occasion today is also an opportunity to reflect on all the achievements made so far. 15 years ago, France was supporting here a project aiming at restoring the then endangered ruins of Kilwa Kisiwani, with the participation of local workers trained for this occasion. Today, we are closing a project which successfully strengthened the capacities of the local actors in the fields of sustainable development of tourism and valorization of the local products and expertise, among many others. From “emergency” archeologic restoration to the development of sustainable tourism, the population of Kilwa can be proud of the journey made. What is remarkable about this project is that it adopted a holistic approach. It involved all the local communities, which are the first owners of this project. It didn’t create opportunities that weren’t there before. Instead, it developed the capacities of the local population to seize the potential already here – the cultural heritage sites, biodiversity, hotels, lodges and B&Bs already built and so on - and develop environment-friendly and sustainable touristic activities and products. I want also to take this opportunity to underline the incredible work of the French NGO CRAterre in this project. Sebastien Moriset and Nuria Sanchez have been continuously working literally hand in hand with Kilwa stakeholders to identify and promote Kilwa resources. CRAterre’s expertise is largely recognized around the world, and seeing what has been done here, especially with this information centre built with local resources and thousand year-old techniques, I can understand why.

I would also like to praise the close partnership between Kilwa and Rochefort Océan authorities. Rochefort-Océan’s involvement in this project is an example of what France wants to promote not only in Tanzania, but all around the world. This kind of partnership, built on the exchange of expertise, on joint efforts and on trust between stakeholders on both sides is the perfect example of how efficient cooperation between local authorities can be. Kilwa and Rochefort Océan have been drawn together by their common characteristics – their proximity with the sea, the activities which derive from it, the valorization of the biodiversity and cultural heritage. But what made this cooperation so successful if not their geographical resemblances, but the similarities in their will, their motivation and the dedication of their staff and communities to build on these common characteristics and create a strong project together.

Today, we are closing a chapter of this fruitful cooperation, but the story will continue. I have been very pleased to learn that the DAECT, the direction for external action of local governments, in France, allocated new funds to continue this cooperation, with new activities that are building on what have been made between 2013 and 2015, but also introducing new components, for example on sustainable waste management.

Thank you for your commitment and for the kind invitation.
Speech by Mr Francis N. Kaunda, District Commissioner

Honorable Chairman of Kilwa District Council, Honorable Chairman of Masoko Township council, The representative of the European Union, The representative of the French Embassy in Tanzania, The Representatives of the Ministry of Natural Resources and Tourism, The Representative of the Ministry of Finance, The District Executive Director, The Township Executive Officer, The Chairman of CRAterre, Honorable Vice-Chairman of Rochefort-Ocean, Officials from the Ministries, the Regional administration, Kilwa District Council, Kilwa Masoko Township, and the Kilwa Antiquities office,

Dear Guests, Ladies and Gentlemen,

As a district, we are very happy for what has been done by the project. Apart from the concrete results which are already visible, the project has also revealed more potentials than expected within Kilwa District. Therefore, in addition to the efforts that we will be putting for ensuring the sustainability of what has been done, we do hope that all the partners of this project will be able to gather all together again so that a new step could reached within a new similar project.

Honestly, it has been a real pleasure to work with all the partners of the project. It was well prepared and well planned and so, comprehensive and easy to follow, even if some of us were not there at the occasion of its preparation. We really appreciate this project because of its numerous visible results which have been achieved within a such a limited period of time, like the inventory of heritage resources in Kilwa, the Info centre with its public toilet, guest houses, equipment and facilities for the trails, promotional materials to mention a few. Let me congratulate the coordinators of the project, Tatu Magina, our local one, and Sebastien Morisot our international one, for all achievements which have been reached. While of course, all people involved at some point also receive our gratitude for their efforts and commitment.

It is now a pride of Kilwa district to have all these new facilities and new opportunities and technical knowhow to receive tourists probably which is real potentials for the economic development of the District and its community at large.

It is now our responsibility to ensure the sustainability of all these new resources, and I can guarantee to all of you that our District Commissioner will have a special eye on these issues and will defend all measures that we have to take at our level to ensure this sustainability. We need to have experts within our district administration and I will personally prepare job descriptions for these positions.

Also, we are going to insert a budget line specifically dedicated to tourism issues to help in different follow up including the maintenance of the tourism structures, promotions, training of staff, etc.

Ladies and gentleman, before I finish this speech, I would like to express our sincerer and profound gratitude to the European Union for having supported this initiative that we have prepared with CRAterre and Rochefort Ocean. I thank you so much for your financial support. Whereas, I would also like to thank the French Embassy and the French Ministry of foreign affairs for having facilitated the elaboration of this ambitious project. And finally, thanks to all those who have contributed to the implementation. You are again mostly welcome in Kilwa, and we hope one day with the possibility for us to implement a project of similar nature towards new desired steps for sustainable and harmonious local development.

Asante Sana.
Speech by Mr Thierry Joffroy, CRAterre Chairman

The District Commissioner,
Honorable Chairman of Kilwa District Council,
Honorable Chairman of Masoko Township council,
The representative of the European Union,
The representative of the French Embassy in Tanzania,
The Representatives of the Ministries of finances and of Natural resources and Tourism,
The District executive Director,
The Township executive Officer,
Honourable vice-Chairman of Rochefort-Océan,
Officials from the Ministries, the Regional administration, Kilwa District Council, Kilwa Masoko Township, and the Kilwa Antiquities office,
Dear Guests, Ladies and Gentlemen,

It’s a special pleasure for me to be here with you today. First, because Kilwa is a name that I have had in mind since 1999, date of my first encounter with Dr Kamamba, your director of antiquities here in Tanzania. But moreover, this is because the project that we are closing today appears to be part of the most successful that we ever managed to execute. This was not granted when we designed the project in 2012 in partnership with you, our local partners as well as with Rochefort Océan, with the support of the French Embassy and our Ministry of foreign affairs, at the initiative of Mrs? Danielle Wozny who actually made all this possible at that time.

In response to the expectations of all the partners, the project that was proposed and accepted by the EU comprised a great number of activities. This was extremely ambitious. We were not sure that we could achieve all within three years. But we actually made it! And moreover, new potential, new needs, and ideas for response have arisen during implementation, and as some money could be saved on some activities, additional ones have been programmed and undertaken. That comprises a video of international standard, the training of the guides in Arusha, the construction of this toilet block behind the Information Centre.

And behind these results, I have been impressed by how they are already useful. Activities go on and develop as new economic potential for the township and the district. Additionally, many new potential resources have been revealed. All this was made possible thanks to the participative approach of the design of the project (in response to actual needs and expectations) and further to the real local commitment, both at institutional and individual levels.

This success is the success of more than 400 people who have directly contributed to this project, whether they be government officials, guides, craftsmen, teachers, hotel owners, men and women.
In this list we must give a special recognition to Tatu Magina, our local project coordinator within the township who has often played a paramount role. I also believe that Sébastien Moriset, our international coordinator has also played a central role, not only by making use of his immense energy, but also with making sure that his enthusiasm was shared by all. And I was made to understand that all of you have appreciated his personality and will like you to applause him. I also need to quote some other CRAterre colleagues which have contributed: Nuria, Marina, Anna, and Arnaud and also our administration team.

I also wish to recognize the important contributions of the directions and of members or personnel of the various services of the District Council, the Masoko Township authority and Rochefort Océan, as well as that of the Département des affaires européennes et internationales of our Ministry of Culture an communication. This also goes to other partners who joined the project on specific activities, such as the Antiquities office and the Tanzania Tourism Board. Thanks to all for your inputs.

However, if there is today a shared satisfaction, the end of a project is always a time for questions. What is going to happen? What will be the continuities? What about the sustainability of the results? What future for the expertise and know-how developed?
Eventhough the project did not last so long, there are already good signs for the evolution of tourism frequentation in Kilwa. That already ensures the sustainability of the info center. This evolution process will probably continue, though we expect that the efforts made on promotion of Kilwa can be increased. The guides and activities organizers will also need support, whereas as was already said, there is still a huge potential for making new proposals to the tourism sector.

Therefore, we hope that the Region, the District and the Township will be able to set in place the necessary human resources to continue the efforts developed over the past three years. We also count on the now well established cooperation between Masoko Township and Rochefort Océan for making sure that continuity is given on these issues.

On CRAterre side, it will be difficult to continue to be involved. But I can ensure that we remain at your disposal for any advice you will need. And if opportunities for undertaking a new project of this kind are offered, we will be ready to consider our involvement. With our operational expertise that you now all know, we would be glad to be able to assist again towards new steps of development in the conservation of your heritage and its promotion for the wealth of the people of the district.

Actually Kilwa has a lot of potential that deserves to be better valued and exploited, both by the community and for tourists. The quality of life here is unique. Kilwa is the most ancient, the most authentic, the most peaceful, welcoming and clean touristic destination in Tanzania. Make it be known to the tourists. But also, make it be understood by your people who need to be proud of what they have so that they will daily understand that they already benefit from it and so participate fully in the preservation of your natural and cultural treasures.

We would like to suggest you to resist to unnecessary goods that can harm your local economy, its culture, its social cohesion and its environment. Your strengths are here and they are what you can build on for your development. Be proud of your stones, be proud of your salt, be proud of your palm and cashew nut trees, be proud of your people, their knowledge and skills. Make your people feel proud of what they do daily so that they will transmit it with pride to their children who can then take over.

Of course that does not mean that things should not change. There is room for improvements and this is what has also been shown through, for example, the info center which is a mix of traditional and modern building techniques. This is also the case of the guest houses which present some improvements on the village practice, but at a reasonable cost and therefore, with the possibility for the community at large to re-use them.

To conclude, first on a more personal note, I would like to thanks for what you have offered during my stay here. It has been a wonderful time which I hope many other people of the world will have the chance to experience. And from the professional point of view, I wish to reiterate our satisfaction to have worked with all of you. When the enthusiasm is shared and the results appreciated, the fatigue is less. And I do hope that we will be able to work together again in the near future, maybe again within the framework of a new call for proposal by the EU which I want to thank, not only for the financing but also for its confidence and support during the implementation of the project.

Asanteni sana
Speech by Mr Bruno Bessaguet, vice chairman of Rochfort Ocean

The District Commissioner,
Honorable Chairman of Kilwa District Council,
Honorable Chairman of Masoko Township council,
The representative of the European Union
The representative of the French Embassy in Tanzania

The Representatives of the Ministries of finances and of Natural resources and Tourism,
The District executive Director,
The Township executive Officer,
The Chairman of CRAterre,
Officials from the Ministries, the Regional administration, Kilwa District Council, Kilwa Masoko Township, and the Kilwa Antiquities office,
Dear Guests, Ladies and Gentlemen,

My name is Bruno Bessaguet, vice chairman of Rochfort Ocean and mayor of Moragne small municipality, one of the 25 township that Rochfort Ocean comprises, with a total 63 000 people.
The president of Rochfort Ocean Council, Hervé Blanche, has not been able to join us for today’s important event, so this is on his behalf that I’m happy to give you this speech.
The Rochfort Ocean Council is very satisfied with this exchange between our territories. Of course, they are different by their history and natural environment, but they have in common the sea, an important historical heritage, and also islands. We have found a pleasant welcome from elected people of Kilwa Township, from district officials and also the antiquities office. Thank you very much for that.
This cooperation has started to take place in 2012 with the help of the European Union and the French Ministry of foreign affairs. We are very grateful for their support and great thanks also goes to them.
I would like to tell you that for Rochfort Ocean Council, this cooperation programme is the first of this kind.
Our council members have understood the interest of this exchange, not only for acting here in Tanzania, but also for improving their reflection on their own projects, in France. During the last three years, a strong friendship has been built between our territories and it is now well established.
I would like to thank the NGO CRAterre for their professional work and especially Sebastien Moriset for his investment and the complicity he has established with all of you, our local partners with a special reference to Tatu Magina, our local coordinator, who has also played a paramount role for the smooth implementation of the project. Thanks also to the guides for their enthusiasm, and their strong will to actually improve their skills and capacities.
Our cooperation has made possible to implement different sub-projects, with for us, results for which we are more specifically proud:
- The salt producers have founded a new organisation to promote their products;
- Guides have made progress in promoting and organising their tourism products;
- With the townships and district administration, an urban regulation project is being started, in particular at Kisiwani world heritage site;
- A project between teachers from Kilwa and Rochfort has started.

Within the new agreement that we are establishing, and some additional support from the French Ministry of foreign affairs, we will be able to give some follow-up to what has been done within the EU project that we are closing today. Additionally, we will be able to enlarge this partnership with a study on waste management, an important issue for Kilwa Township, more specifically in regard to the potential that it has in terms of tourism destination. Not only Kilwa could be attractive for its heritage, but also for its cleanliness and its quality of life.
This action has already had some impact on our own territory, mostly in terms of methodology. Interesting enough, working with you here has questioned us on our own methodologies for programming development activities. Besides that, the vision you had on our territory has allowed us to take stock of some realities that we had somehow forgotten. Thank you then for these inputs and suggestions that you have made during the visits that we organised for some of you. Therefore, it is a real pleasure for us to be in the process of re-establishment of a 3 year agreement with Kilwa Masoko Township that hopefully we will be able to sign before the end of our mission.
Thank you for your attention, Asante sanaa

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FINAL REPORT | Promoting heritage resources in Kilwa to strengthen social and economic development

46
6.2. Newspaper articles

This Day Reporter

EU promotes Kilwa heritage resources

THE European Union has completed its three-year project funding to identify, protect and promote heritage resources in Kilwa, Southern Tanzania.

The project, which has been co-funded by the EU and the Government of France as a larger programme of 61 million to support culture programmes under the 10th European Development Fund.

Hans-Juergen Schiek, Head of Finance and Contracts at EU in Tanzania said that EU has been one of the largest investors in the sectors of arts and cultural heritage in Tanzania.

Scheik said that the recognition of cultural heritage can contribute to pride, stability, growth, employment and economic development of local communities.

“Cultural heritage is, in fact, an essential resource for economic growth, employment and social cohesion, offering the potential to promote sustainable tourism that Kilwa people can immensely benefit from,” he said.

The project has a fully operational information centre in Kilwa Maseko that is efficiently managed by six well trained tour guides.

It has also built two guesthouses and a bird watching tower. Efforts have been made to make Kilwa better known locally and internationally and therefore a website, illustrated catalogue and other promotional materials have been developed and distributed.

Franca Berthomier, Head of Cooperation and Cultural Affairs at the French Embassy said that Kilwa is a testimony of the richness of Tanzania’s heritage and its sites hold extraordinary capital, both natural and cultural, for the local populations.

Berthomier said that it is on this capital that the sustainable development of the district is being built to make ownership of the program a daily reality.

The project was an important step in developing Kilwa district as a tourist destination.

Tourism in the south of Tanzania will certainly continue to develop gradually, and local authorities will continue to work on the development of a fair and cultural tourism that remains in line with the local identity.

The project started in September 2015, and the first year of the project was devoted to the inventory of heritage assets in the District with various stakeholders.

More than 30 sites were recorded all over the district and 10,000 photos taken which helped to create an illustrated catalogue which is distributed worldwide by Tanzania Tourist Board (TTB).

The second year of the project implementation focused on the construction of an information center in Kilwa Maseko which was entirely built with local materials and inaugurated in January 2016.

The third and final year was devoted to the equipment of some of the sites identified in 2014.

Michuzi blog Weblink: https://issamichuzi.blogspot.fr/2016/08/closing-of-cultural-heritage-project-in.html
6.3. Visitor Questionnaire

Questionnaire sample that could be after visits to gather ideas for the development of sites.

<table>
<thead>
<tr>
<th>KILWA</th>
<th>Visitor’s questionnaire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dear visitor,</td>
<td>This questionnaire intends to help us improve the site management. We thank you for filling it and wish you a nice stay in Kilwa.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of visitors in group: . . . Adults / . . . Children</th>
<th>Nationality:</th>
<th>Date</th>
</tr>
</thead>
</table>

Where did you hear about Kilwa?
Magazine □ Tourist □ From a friend □ Travel agency □ Web site □ Guide □ Hotel □ Other □

Does Kilwa correspond to what you imagined?
□ Yes □ No, if no, why?

Please rate the following, from 1 (poor) to 10 (excellent)

- Explanations provided by the guides
- Information provided on the panels
- Authenticity of the Kilwa experience in general
- Quality of the landscapes and sites seen
- Cleanliness of the sites visited
- Relations with the local population
- Food

What do you think about the visit fees? Very cheap □ reasonable □ too expensive □

Would you recommend Kilwa to friends or relatives? Yes □ No □

What did you prefer?

What attractions/services are missing most?

Which products would you like to find at the Kilwa info centre shop?

Souvenirs (specify)

Foodstuff (specify)

Remarks
6.4. List of people linked to the project

CRATERRE
1. Sebastien Moriset, architect, Project coordinator
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2. Marina Trappeniers, Head of Administration and finances section
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3. Arnaud Misse, architect
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4. Nuria Sánchez Muñoz, architect
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LOCAL COORDINATION
5. Tatu Magina, EU-Kilwa Local project coordinator
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THE MINISTRY OF NATURAL RESOURCES AND TOURISM IN DAR ES SALAAM

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7. Mr John Kimaro, Assistant Director, conservation and technology, Antiquities Division
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15. Ms Edda Manyanda, Finance Officer
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17. Ms Alexa du Plessis, Programme Officer
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THE FRENCH EMBASSY

Telephone operator +255 22 219 88 00
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26. His Excellency Marcel Escure, former Ambassador of France in Tanzania
27. Mr Philippe Boncour, Counsellor for Development Cooperation and Cultural Affairs
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28. Mr François Leonardi, former Counsellor for Development Cooperation and Cultural Affairs
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29. Ms Violaine Lepousez
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142. Amri A.Manjoro
143. Hassan Ahmad Yahaya
144. Omary Yusufu
145. Mwinyimkuu Selemani
146. Mohamed Abdulrahmani
147. Bakari Zawadi
148. Ahmad Rashidi
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FINAL REPORT

Promoting heritage resources in Kilwa to strengthen social and economic development