



JANUARY, 2023

# GO BLUE TOURISM AND CULTURAL HERITAGE COMPONENT NEWSLETTER

News from a component of the Go Blue Project Kenya



Tourism and Cultural Heritage is a component of the GoBlue project, a partnership between the European Union and the government of Kenya to advance the blue economy agenda through coastal development, focusing on Tourism and Cultural Heritage.

Our objective is thus to contribute to advancing inclusive employment in the Tourism and Cultural Heritage cross-sector in Jumuiya ya Kaunti za Pwani-Kenya's coastal counties economic bloc. This is by planning Tourism and Culture Heritage development through integrated governance together with national and coastal counties' authorities, the private sector and communities.

Moreover, TCH Supports the investment and employment creation in Tourism and Cultural Heritage cross-sector, by using a call for proposals to attribute grants to both public and private sector operators, minding women in particular and jobs for women, and by training young job seekers to stand out and set standards as social community leaders and entrepreneurs.

VOLUME 1

## Newsletter Highlights

Go Blue Project Tourism and Cultural Heritage Team paid Courtesy call to the Governor, Taita Taveta County

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Tourism and Cultural Heritage Component call for proposals

Visit by Portuguese Ambassador to Kenya and MoU signing

16 young leaders trained in community bridging the existence gap's with innovative solutions-Ubuntu Leaders Academy

Taita Taveta University Launch the Ubuntu Leaders Academy Club (ULA)

Launch of Go Kenya Coast

Induction meeting between the Call for Proposals (CfP) grantees and county government of Kwale





## TOURISM AND CULTURE HERITAGE COMPONENT ONBOARDED IN MOMBASA

by Camões, I.P.

The official onboarding event of Go Blue's Tourism and Cultural Heritage took place on 24 November 2022 at the Go Blue Offices in Nyali, Mombasa, graced the Ambassador of Portugal to Kenya, H.E. Amb. Ana Filomena Rocha. In attendance were county officials from the six coastal counties of Kenya where the Go Blue Project is being implemented, tourism and cultural heritage sector stakeholders, the TCH CfP grantees, Jumuiya ya Kaunti za Pwani (JKP) secretariat, members of Blueprint working group, members of ULA, community leaders and other implementing partners of the Go Blue Kenya project.

Read more [here](#)



## TOURISM AND CULTURAL HERITAGE COMPONENT CALL FOR PROPOSALS

by Camões, I.P.

On September 30, 2022, Cames, I.P announced the results of a call for proposals for the development of tourism and cultural heritage sectors in Kenya's coastal counties economic bloc: Kilifi, Kwale, Lamu, Mombasa, Taita-Taveta, Tana-River (JKP - Jumuiya ya Kaunti za Pwani). Civil society, public sector, and private sector organizations were invited to submit project proposals to Jumuiya ya Kaunti za Pwani. The calls were divided into 2 lots: one for civil society and another for the public and private sectors. At the time of publication, 13 organizations were in various phases of contracting for the grant. The grant sum for the projects is EUR 520,000.00.

Find full details [here](#) and [here](#)





## INDUCTION MEETING BETWEEN THE CALL FOR PROPOSALS (CFP) GRANTEES AND COUNTY GOVERNMENT OF KWALE

by Camões, I.P.

Overall, 13 grantees had signed grant contracts by december 2022. This paved way for for the TCH Technical Assistance team to commence grantee capacity needs assessment. Part one of capacity needs assessment involved induction meetings between grantees and county directorates of tourism. The first grantee induction meeting took place with Kwale county grantees on 14 December 2022.. The meeting identified grantee capacity gaps and opportunities for synergies among Kwale grantees with the county tourism department. The findings helped in designing of group and individual project training and mentorship activities for the Cfp grantees as well as enhance relationships between grantees, and the county government



## GO BLUE PROJECT TOURISM AND CULTURAL HERITAGE TEAM PAID COURTESY CALL TO THE GOVERNOR, TAITA TAVETA COUNTY

by Camões, I.P.

A team from the Go Blue project, led by Paula Vilela de Oliveira from Camoes IP Portugal, paid a courtesy call to the Governor of Taita Taveta County, Mr. Andrew Mwadime, on 30 November 2022 to brief him on project activities related to Tourism and Cultural Heritage.

The team updated the Governor on the outcomes of calls for grant proposals made in November 2021 and closed on 4 February 2022. The team also informed the Governor of the successful applicants from Taita Taveta County and the scope of their projects. They also discussed tourism opportunities for the county, particularly a World War Museum. Other Go Blue project team present was Judy Gona, Technical Assistance Go Blue Tourism and Cultural Heritage and Harry Mwailengo, IPAV Go Blue project manager, while from the county's side was Christine Mawondo, the Chief officer, Trade, Tourism and cooperatives.

The Tourism and Cultural Heritage component of the Go Blue Project Kenya is aimed at supporting the achievement of the project's strategic objective of enhancing sustained, inclusive, and sustainable economic growth with job creation and employment impact.



## VISIT BY PORTUGUESE AMBASSADOR TO KENYA AND MOU SIGNING

by Camões, I.P.

On Tuesday, 19 July 2022, the Portuguese Ambassador to Kenya, H.E. Amb. Ana Filomena Rocha visited the Go Blue Project Kenya offices in Mombasa with the primary purpose of signing a Memoranda of Understanding (MoU) on Go Blue- Tourism and Cultural Heritage component with the county governments of Lamu, Kwale and Taita-Taiveta and to meet the Jumuiya ya Kaunti za Pwani (JKP) leadership.

Read more [here](#)



## 16 YOUNG LEADERS TRAINED IN COMMUNITY BRIDGING THE EXISTENCE GAP'S WITH INNOVATIVE SOLUTIONS- UBUNTU LEADERS ACADEMY

by Camões, I.P.

In November 2022, through the Ubuntu Leaders Academy, 16 young leaders from Kilifi County were trained in community bridging the existing gaps with innovative solutions in addressing the challenges faced on a day-to-day basis. The training was implemented through the support of IPAV. The trainer of trainers Victorine Akoth of Power Action Changemakers CBO facilitated the training.

Find full details [here](#) and [here](#)

Read more [here](#)





## TAITA TAVETA UNIVERSITY LAUNCH THE UBUNTU LEADERS ACADEMY CLUB (ULA)

by Camões, I.P.

Taita Taveta University becomes the first university to launch the Ubuntu Leaders Academy (ULA) club in Kenya. The university is located in Taita Taveta County, a member of the Jumuiya ya Kaunti Za Pwani economic bloc. ULA is a program activity of the Go Blue project, a partnership between the European Union and the Government of Kenya to advance the Blue Economy Agenda.

The training, coordinated and conducted by IPAV, has an objective to select and train young people on leadership and social entrepreneurship through the Ubuntu Leaders Academy.

The training took place on 7 to 11 November 2022 and was officially launched by Prof. Christine A. Onyango - Deputy Vice-Chancellor Taita Taveta University. In her launch speech, Prof. Christine urged leaders to inspire others, always lead by example, and create change and impact in the community. The training was conducted by ULA TOTs as part of the sustainability strategy.

Present at the launch were Dr. Mwakio Mwangandi – Taita Taveta University ULA Patron, Shadrack Mutungi, CEC – Youth, Gender, Culture and Social Services and Dr. Bellah Chepkulei – SBESS Dean.

Taita Taveta University also launched ULA club and elected the interim club officials to spearhead the club's activities.

The 30 trained leaders were awarded certificates; a session presided over by Prof. Kiptanui J. A Too - Deputy Vice-Chancellor (AFP)



## LAUNCH OF GO KENYA COAST

The Go Kenya Coast is a destination management and marketing initiative by the Jumuiya ya Kaunti za Pwani (JKP) focusing on the Coastal Kenya region. The initiative aims at positioning the Kenyan coast as a world-class tourism destination. The initiative's objectives are; to increase opportunities for local communities to participate in the tourism sector and to enhance sustainable economic growth and development along the Kenyan coast while inspiring sustainable tourism practices."

"The Go Kenya Coast Initiative aims at promoting the unique tourism offerings of the nine destinations along the Kenyan coast, including Mombasa, Diani, Watamu, Malindi, Tana River, Hola, Kipini, Lamu, and Taita Taveta's Tsavo Tourism area.

Its goal is to create and enhance memorable experience through showcasing the cultural heritage, landscapes, and wildlife experiences of these destinations. To achieve this, the program will implement branding and promotion strategies that include; developing and managing the GoKenyaCoast destination portal, promoting unique experiences, showcasing cultural heritage of the Kenyan Coast, promoting sustainable tourism practices and collaborating with travel industry partners.

The initiative has developed a cohesive brand identity that encompasses all nine destinations and launched the portal (<https://gokenyacoast.co.ke/ver-1/>) that offers visitors an immersive experience, featuring interactive maps, virtual tours, and authentic cultural experiences. The launch of the Go Kenya Coast destination rebranding was done during the closing ceremony of the JABEIC 2022 on 9th December 2022.





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