



Funded by the European Union



Sea - Land of Opportunities. Shared Prosperity



MINISTÉRIO DOS NEGÓCIOS ESTRANGEIROS

# GO Blue

## About Go Blue Project

The Go Blue Project is a result of collaboration between the EU and the Government of Kenya to advance the Blue Economy Agenda through Coastal Development with an overall objective to unlock the potential of land-sea opportunities in coastal urban centers for sustained, inclusive and sustainable economic growth with employment impact, while conserving and sustainably using the coastal and marine environment as well as promoting effective and integrated maritime governance.

## Go Blue | Tourism and Cultural Heritage

The Go Blue| Tourism and Cultural Heritage (TCH) component aims to contribute to strengthening the value chains of these sectors in an inclusive and sustainable way in Kenya.



This partnership between the European Union, the Portuguese Cooperation, the coastal region economic bloc county governments and the Jumuiya Ya Kaunti za Pwani(JKP) Secretariat can contribute to the effectiveness of regional public planning, including local and national levels coordination strengthening, with the involvement of interested communities, for a shared vision of the socio-economic potential and opportunities of tourism and heritage, in particular cultural tourism, and positive effects on national and international perceptions of Kenya as a tourist destination.

## GRANT AMOUNT DISTRIBUTION BY LOT

**LOT 1** → 300.000,00€  
Approved Amount

→ 298.578,35 €  
Disbursed Amount

99.53%

**LOT 2** → 199.363,06€  
Approved Amount

→ 195.389,75 €  
Disbursed Amount

98.01%

## REVENUE GENERATED BY GRANTEES



**29661.82€**

Total Sum of Revenue Generated

**1032.26€**

LOT 1

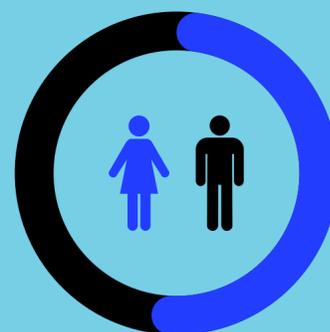
**28629.56€**

LOT 2

## JOBS CREATED

**161** | 97 | 23 | 41  
Long Term Work | Short Term Work | Volunteer Work

Total Jobs Created through lot 1 and lot 2 funding



JOB CREATED DISAGGREGATED BY GENDER

**85**

Female

**76**

Male



JOBS CREATED DISAGGREGATED BY AGE

**116**

Youth

**45**

Over 34

## OUTPUT 1: JKP'S INCREASED CAPACITY ON TOURISM AND CULTURAL HERITAGE PLANNING

### A1. SUPPORT TO THE JKP IN TCH BLUEPRINT FORMULATION

CHANGELAB WORKSHOP HELD TO INFORM BLUEPRINT WRITING PROCESS AND CONTENT (JANUARY, 2023)

DRAFT BLUEPRINT PRODUCED (AUGUST - SEPTEMBER, 2023)

CECMS MEETING FOR REVIEWING FOR APPROVAL OF DRAFT BLUEPRINT HELD (OCTOBER, 2023)

BLUEPRINT WRITING TEAM SELECTED (MARCH, 2023)

STAKEHOLDER VALIDATION MEETING HELD (SEPTEMBER, 2023)

TCH BLUEPRINT LAUNCH (OCTOBER, 2023)



# 10 of 10

Series of integrated governance meetings held on drafting and monitoring of the blueprint on Tourism and Cultural Heritage with relevant JKP stakeholders led by the JKP Secretariat (100% Overall achievement since project inception)

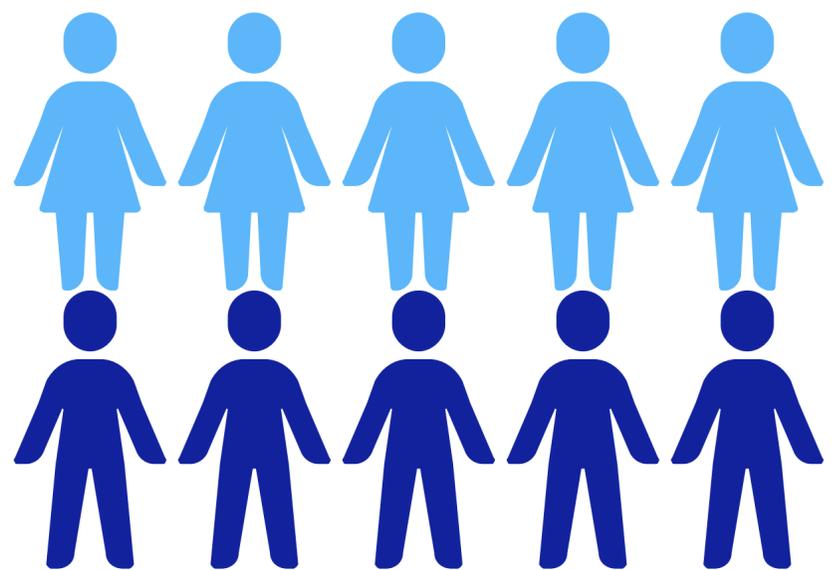
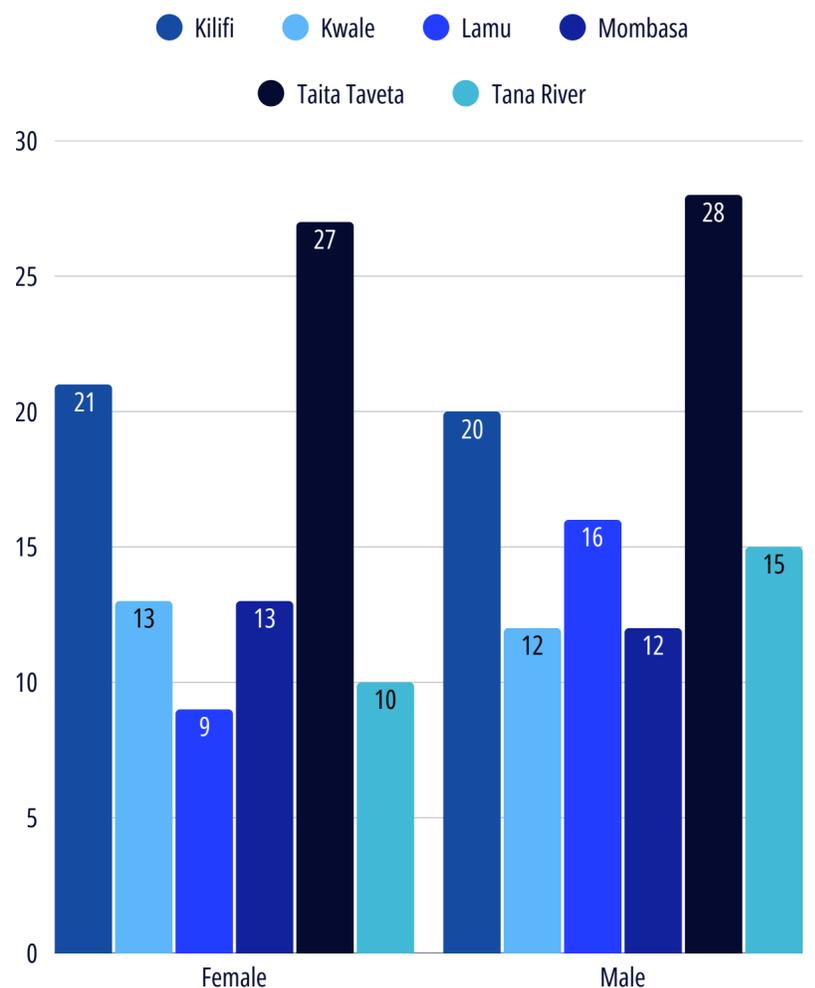
# 1 of 1



Regional government policies developed or revised with civil society organization participation through the Action's support. (100% Overall achievement since project inception)

## OUTPUT 3 : YOUNG SOCIAL ENTREPRENEURS VIA UBUNTU LEADERS ACADEMY

### A3. TRAINING YOUTH TARGETING JOB AND BUSINESS CREATION



196 Young unemployed trained in social entrepreneurship disaggregated by sex and county (196% Overall achievement since project inception)

# 118



The number of young trained that were employed or were able to create their own business

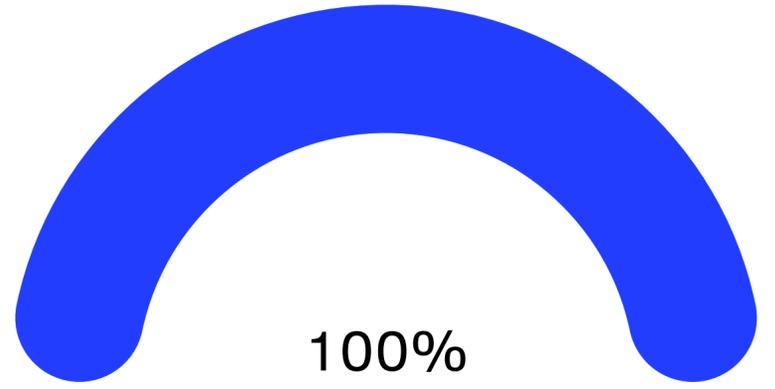
## OUTPUT 2 : NEW TCH EMPLOYEMENT AND VALUE CHAIN DYNAMICS THROUGH SMALL PROJECTS AND BUSINESS

### A2. SMALL GRANTS TARGETING JOB CREATION IN TOURISM AND CULTURAL HERITAGE



16

Number of projects receiving grants and supported through technical mentorship

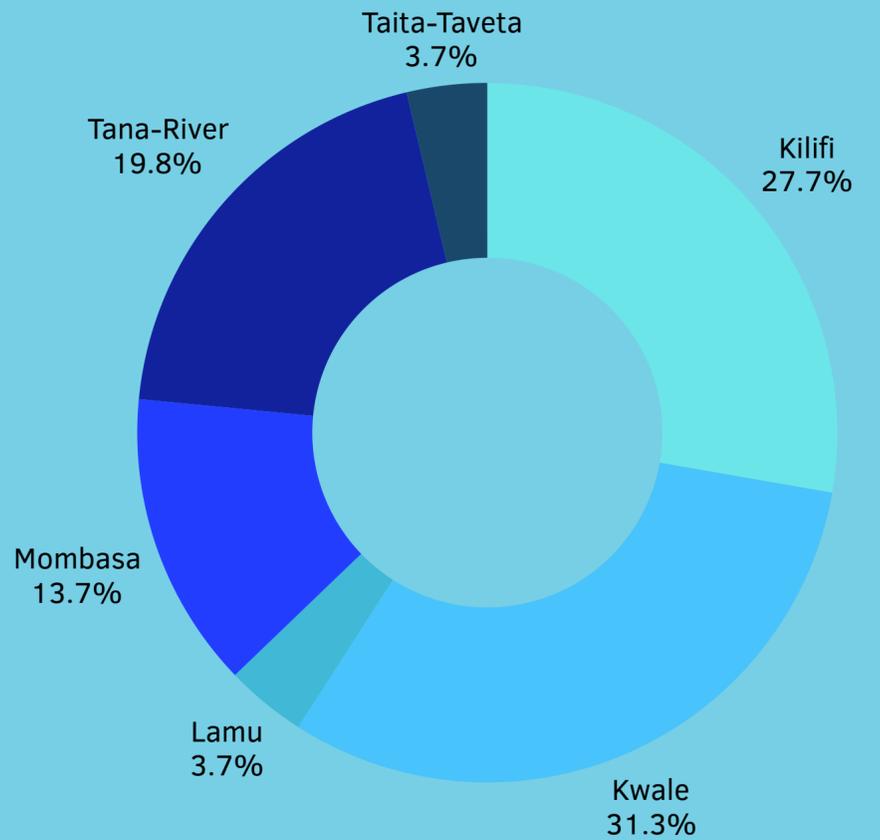


100%

Proximity to Target for the number of projects receiving grants and supported through technical mentorship

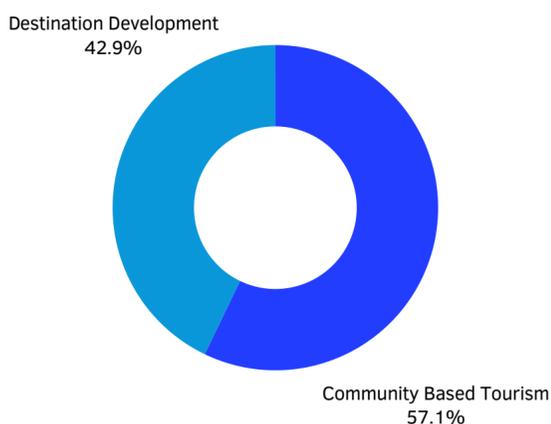


TOTAL GRANT AMOUNT DISTRIBUTION/SECTOR

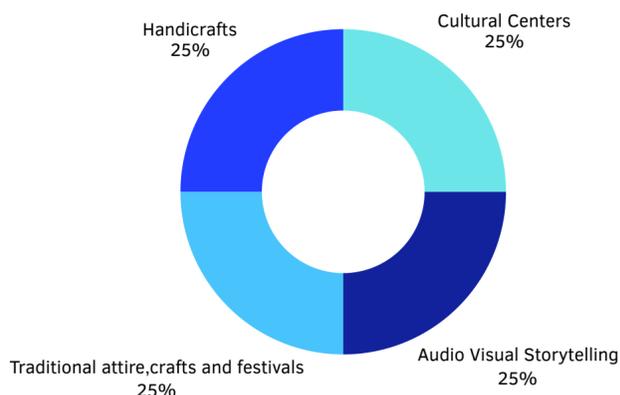


TOTAL GRANT AMOUNT DISTRIBUTION/COUNTY

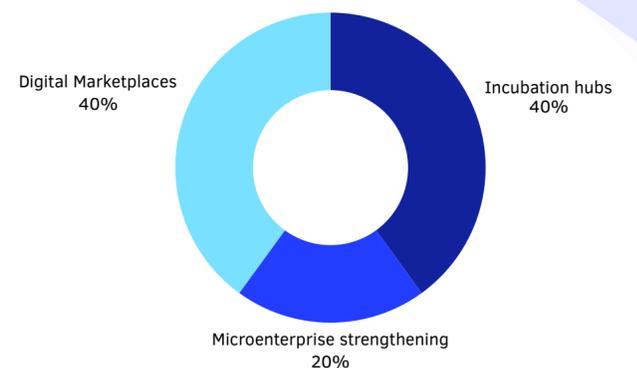
## GRANTEE INTERVENTIONS



DESTINATION AND COMMUNITY BASED, IN TOURISM AND CULTURAL HERITAGE



CULTURAL HERITAGE AND PERFORMANCE, IN TOURISM AND CULTURAL HERITAGE



INCUBATION AND ENTERPRISES, IN TOURISM AND CULTURAL HERITAGE

For more information on the component visit our website:

[www.goblue.co.ke](http://www.goblue.co.ke)

or

[www.instituto-camoes.pt/activity/o-que-fazemos/cooperacao/cooperacao-na-pratica/projetos-com-a-ue/go-blue-componente-turismo-e-patrimonio-cultural](http://www.instituto-camoes.pt/activity/o-que-fazemos/cooperacao/cooperacao-na-pratica/projetos-com-a-ue/go-blue-componente-turismo-e-patrimonio-cultural)

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