



THE SEVEN KEYS IN SAINT-LOUIS

INTRODUCTION:

THE UCLG COMMITTEE ON CULTURE AND THE SEVEN KEYS

The **Municipality of Saint-Louis** (Senegal) organised the "**Seven Keys**" workshop on 16 December 2022. This programme was designed by the Committee on culture of **United Cities and Local Governments** (UCLG) for cities and local and regional governments from around the world that are seeking to integrate the cultural dimension in the localisation of the Sustainable Development Goals (SDGs).

This process allows to relate the SDGs and the UN Agenda 2030 with the local development challenges faced by a municipality as well as to their local actions and cultural policies. Through the guide "**Culture in the Sustainable Development Goals: A Guide for Local Action**" (UCLG, 2018), this process aims at defining "Seven Keys" that represent concrete commitments local actors make to localise the SDGs through the formulation of local cultural policies and actions. This multi-stakeholder dialogue format around the SDGs concludes with a social contract that aims to address the municipality's sustainable development needs through a cultural driver.

The **UCLG Committee on Culture** is a unique global platform which gathers more than 830 cities, organisations and networks to cooperate and promote the role of "culture in sustainable cities". Its mission is to "promote culture as the fourth pillar of sustainable development through the international dissemination and the local implementation of Agenda 21 for culture", and to foster and make more explicit the relation between local cultural policies and sustainable development.

Within this framework, Enda ECOPOP, a partner of UCLG for implementation, facilitated the workshop of the Seven Keys of Saint-Louis in an active and coherent way.

CONTEXT: **SAINT-LOUIS THE MUNICIPALITY AND ITS MAIN CHALLENGES**

As the former capital of Senegal from 1872 to 1957, Saint-Louis played an important cultural and economic role in all of West Africa. The city's location on an island at the mouth of the Senegal River, its regular urban plan, its system of quays and its distinctive colonial architecture give Saint-Louis its special quality and identity.

In the north of Senegal, the former capital of French West Africa (AOF, according to the acronym in French) has become the metropolis of the River Region, and occupies its main island. On the borders of the ocean, the Sahara and the savannah, Saint-Louis has always been the best introduction to discovering Africa. It was a famous stopover first for the European ships involved in the slave trade, and then for Mermoz's airmail flight company. The island still bears important evidences of its prestigious past.

Saint-Louis Island was founded in 1659 by the Norman Louis Caullier. Located in the north of Senegal on the river of the same name, about thirty kilometres from the mouth of the river, on the edge of the Atlantic Ocean near the border with Mauritania. It was named by the French in honour of their King Louis XIV.

Saint-Louis is the oldest city created by Europeans on the West African coast. It was the capital of the AOF from 1895 to 1902. At that time, the AOF included Senegal, Mauritania, Sudan, Guinea and the Ivory Coast. Capital of Senegal until 1957. Capital of Mauritania from 1920 to 1960. "Capital of the north", "intellectual capital of Senegal", "capital of good taste" since ever...

With over three centuries of history, the typical houses, the spring system, the layout of the streets, the banks, the *signares* and the Faidherbe bridge contribute to the unique identity of the city of Saint-Louis. Since 2000, the island of the same name has been a UNESCO (United Nations Educational, Scientific and Cultural Organisation) World Heritage Site.

DEVELOPMENT OF THE SESSION

Mame Aissatou MBAYE SY, Programme Manager at Enda ECOPOP, was the main facilitator of the workshop process, with the support of Aminata LA, Project Officer. The "Seven Keys" workshop took place on 16 December 2022 in Saint-Louis, and, for one day, gathered almost 30 participants of a wide cultural diversity (see the list of participants in Annex 2).

The workshop aimed at connecting the SDGs with local challenges, as well as with local cultural actions and policies. After a presentation of the 2030 Agenda and the SDGs, the participants brainstormed to identify the "local challenges" of the city in terms of urban security, local economic development, social cohesion, the health of marine ecosystems and the articulation between tradition and modernity. They also linked the SDGs that could be relevant to these issues. This was an opportunity to prioritise, from the perspectives in diversity provided by the actors represented, the development issues that are particularly critical in Saint-Louis.

As part of a second collective reflection, a "cultural map" of the city was created. A wide variety of cultural resources, both tangible and intangible, were shared. Special emphasis was placed on the city's colonial heritage, peoples and traditions (social diversity, traditional cuisine, languages, indigenous games, etc.), architectural heritage (names of old buildings, sites and centres), public spaces, places of learning, artistic resources (cultural spaces, festivals, artistic expressions, individual artists and cultural institutions).

In the process of "spotting the gaps", the use of culture in sustainable development was mentioned as a new area of consideration. The issue around energy and its link to culture has not yet been fully grasped by stakeholders. Specific examples were shared of cities that have worked in similar contexts and challenges as Saint-Louis, drawn from the "**OBS**" [good practice database](#).

Based on the resources put forward by the participants, four working groups were created to define cultural policies or actions that could be adopted at the local level to contribute to the local achievement of the prioritised SDGs. Participants were also invited to consider and integrate an approach for the valorisation of culture in the proposed actions. Each group was able to debate, exchange and elaborate proposals for actions, which were presented in plenary to all participants, discussed, approved and grouped into seven major actions or "seven keys".

THE SEVEN KEYS IN SAINT-LOUIS

The participants proposed a series of cultural actions considered key to localise the SDGs, which were agreed by consensus and grouped into seven keys in the case of Saint-Louis:¹



1 ORGANISING A CULTURAL AND CULINARY ARTS FESTIVAL TO RAISE AWARENESS ON ENVIRONMENTAL ISSUES AND LOCAL CONSUMPTION

- PROMOTING THE CONSUMPTION OF LOCAL PRODUCTS AND TRADITIONAL DISHES TO COMBAT FOOD INSECURITY AMONG YOUNG PEOPLE AND IMPROVE PUBLIC HEALTH PROBLEMS;
- RAISING AWARENESS ABOUT THE PROBLEMS RELATED TO ENVIRONMENTAL DEGRADATION, COASTAL EROSION, CONGESTION IN THE CITY, ETC.

[SDGS 2, 3, 8, 9, 12, 13, 14 AND 15]



5 ORGANISING AN INTERNATIONAL EXHIBITION OF LOCAL CULTURAL AND CULINARY PRODUCTS

- ORGANISING AN EXHIBITION FAIR (LOCAL CULTURAL PRODUCTS, HANDICRAFTS, COSTUMES, TRADITIONAL ACCESSORIES, *SIGNAR* COSTUMES, CULTURAL HAIRSTYLES, ETC.) FOLLOWED BY PROVIDING TRAINING FOR YOUNG PEOPLE AND WOMEN THROUGH THE CULTURAL EVENTS OF SAINT-LOUIS (*FANAL*) TO COMPENSATE FOR THE WEAK ENTREPRENEURIAL DYNAMICS OF THE YOUTH.

[SDGS 1, 2, 3, 4, 5, 8, 9, 10, 11, 12 AND 17]



2 TRAINING CULTURAL ACTORS IN FUNDRAISING AND PROJECT MANAGEMENT

- SUPPORTING YOUNG PEOPLE AND WOMEN IN GETTING PROFESSIONAL TRAINING (FILM AND TELEVISION DEBATES, WORKSHOPS, PANELS, ETC.), ENABLING THEM TO POSITION THEMSELVES AS "CULTURAL ENTREPRENEURS", AND TO REDUCE THE UNEMPLOYMENT GAP;
- SETTING UP A TRAINING SCHOOL FOR FASHION, STYLING, AND OTHER PROFESSIONS.

[SDGS 1, 2, 3, 4, 5, 8, 9, 10, 12, 13, 14, 15, 16 AND 17]



6 STRENGTHENING CULTURAL GOVERNANCE BY INVOLVING CULTURAL ACTORS IN THE PLANNING OF THE MUNICIPALITY'S CULTURAL ACTIVITIES

- WORKING TOWARDS THE CREATION OF A NETWORK OR FEDERATION OF ALL CULTURAL ACTORS TO FACILITATE AND PROMOTE EXCHANGES AND ENHANCE COMMUNICATION WITH THE MUNICIPALITY OF SAINT-LOUIS;
- PROMOTING A PARTNERSHIP BETWEEN THE EDUCATION SYSTEM AND CULTURAL ACTORS THROUGH THE PROVISION OF EDUCATIONAL AND CULTURAL THEATRE;
- ENSURING AN INCREASED IMPLICATION OF CULTURAL ACTORS IN A PARTICIPATORY AND INCLUSIVE PLANNING OF CULTURAL ACTIVITIES IN THE MUNICIPALITY.

[SDGS 11 AND 16]



3 USING CULTURAL EVENTS TO RAISE AWARENESS ON URGENT LOCAL DEVELOPMENT CHALLENGES

- ORGANISING THEATRE, DANCE, CONCERTS, NAVÉTANES, REGATTAS², PANELS, EXHIBITIONS, *FANAL*, ETC. IN SAINT-LOUIS IN ORDER TO RAISE AWARENESS ON SEVERAL SUSTAINABLE DEVELOPMENT THEMES FOR A RETURN TO CIVIC, SOCIAL AND CITIZEN VALUES;
- PROMOTING THE RETURN TO KORANIC EDUCATION FOR CHILDREN IN ADDITION TO LEARNING IN FRENCH SCHOOLS;
- HOLDING HUMAN INVESTMENT DAYS IN ALL NEIGHBOURHOODS OF SAINT-LOUIS IN COLLABORATION WITH SPORTS AND CULTURAL ASSOCIATIONS.

[SDGS 1, 2, 3, 4, 5, 6, 8, 9, 10, 11, 12, 13, 14, 15, 16 AND 17]



7 RAISING AWARENESS OF THE ISSUES RELATED TO CLIMATE CHANGE AMONG ALL POPULATION GROUPS THROUGH CULTURAL AND ARTISTIC PERFORMANCES

- COMMUNICATING ON THE CHALLENGES OF CLIMATE CHANGE THROUGH CULTURAL EVENTS (*FANAL*, JAZZ FESTIVAL, FESTIMODE, REGATTA, ETC.) TO INCREASE PUBLIC AWARENESS;
- PERFORMING PLAYS TO RAISE AWARENESS OF THE DANGERS OF CLIMATE CHANGE.

[SDGS 11, 13, 14, 15 AND 17]



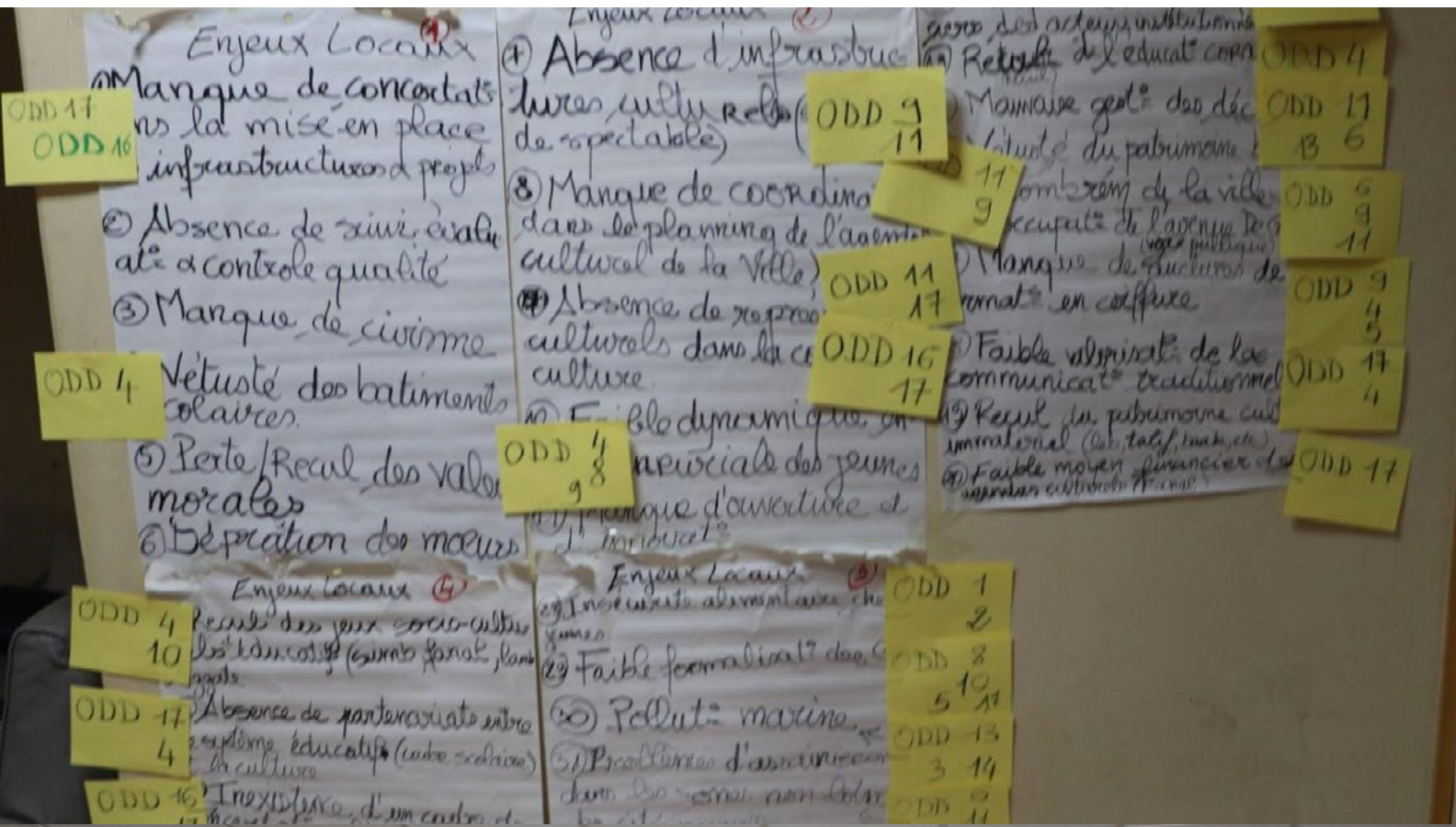
4 PROMOTING RECYCLING TO DEVELOP PUBLIC SPACES FOR WELLBEING AND A SOCIAL AND SOLIDARY ECONOMY

- PROMOTING THE USE OF RECYCLED WASTE AND REUSED MATERIALS TO MAKE BENCHES, CHAIRS, ETC. IN ORDER TO CREATE RECREATIONAL AREAS AND COMBAT POLLUTION.

[SDGS 1, 2, 3, 8, 9, 11, 12, 13, 14, 15 AND 17]

1 The Seven Keys methodology is tailored to each territory and local context, and allows for an adaptation of the number of key actions defined in each territory, taking seven as an indicative reference. In previous exercises, Puerto de la Cruz identified six keys, Lisbon and Xi'an had seven keys and Bulawayo concluded with eight keys. In Saint-Louis, after the presentation made by each team and as a synthesis, seven key actions were identified.

2 Traditional competition of canoe-rowing.



CREDITS

THE ORGANISERS

United Cities and Local Governments - UCLG: United Cities and Local Governments

- UCLG is the global network that represents and defends the interests of local governments on the world stage. Based in Barcelona, the mission of UCLG is “to be the united voice and global advocate of local democratic self-government, promoting its values, objectives and interests, through cooperation among local governments and within the wider international community”. Since its creation in May 2004, as the inheritor of the century-old international municipalist movement, more than 240,000 cities, regions and metropolises, and more than 175 local and regional government associations have joined this global network.

UCLG Committee on Culture: The **UCLG Committee on Culture** is a unique global platform that brings together more than 830 cities, organisations and networks to cooperate and promote the role of “culture in sustainable cities”. The mission of the UCLG Committee on Culture is “to promote culture as the fourth pillar of sustainable development through the international dissemination and local implementation of Agenda 21 for Culture”.

Municipality of Saint-Louis: With over three centuries of history, the typical houses, the spring system, the layout of the streets, the banks, the *signares* and the Faidherbe bridge contribute to the unique identity of the city of Saint-Louis. Since 2000, the island of the same name has been a UNESCO (United Nations Educational, Scientific and Cultural Organisation) World Heritage Site.

IOPD Africa: The International Observatory of Participatory Democracy in Africa is a space open to cities, organisations, universities and research centres interested in learning about, exchanging or implementing participatory democracy approaches at the local level in order to deepen democracy in local governance. The mission of the Observatory is to (1) observe democratic practices, support and strengthen participatory democracy approaches, (2) capitalise on participatory democracy experiences in Africa and share them with the rest of the world, and (3) promote a vast community of knowledge, exchange of experiences and sharing of good practices in participatory democracy.

Enda ECOPOP: Spaces of Co-production and Popular Offers for the Environment and Development in Africa (*Espaces de Co production et d’Offres Populaires pour l’Environnement et le Développement*), abbreviated “Enda ECOPOP”, is a non-profit organisation, founded in 1991 in Senegal. Enda ECOPOP is a member of the international network Enda Tiers Monde. Enda ECOPOP is committed through its vision to “act for the emergence of sustainable cities and territories in Africa”. This vision is distributed around the following four strategic axes:

1. Improved local democracy, participation and citizen engagement in public policies for a better impact on the experience and wellbeing of citizens,
2. Strengthen the attractiveness of territories and community resilience,
3. Support the employability and socio-professional integration of youth, women and other vulnerable groups,
4. Support the territorialisation of public policies and international agendas to ensure that they are considered by local authorities.

The facilitators: **Mame Aissatou Mbaye SY** is a programme manager at Enda ECOPOP. She is a geographer and planner with more than ten years of experience in the formulation and implementation of sustainable local development strategies in Africa. **Aminata LA** is a project officer at Enda ECOPOP. She is a specialist in issues such as the right to decentralisation and the management of territorial collectivities. With nearly four years of experience, she is also a participatory budgeting facilitator and works on sustainable development issues in Africa.

ANNEX 1: LOCAL CHALLENGES

The participants of the workshop identified the following elements as key development challenges in the city:

IDENTIFIED LOCAL CHALLENGES	RELEVANT SDGS
Lack of consultation in infrastructure and project development Lack of monitoring, evaluation and quality control	SDGs 16 and 17
Lack of civic mindedness Outdated school buildings Loss/decline of moral values Loss of morals	SDG 4
Lack of cultural infrastructure (theatre)	SDGs 9 and 11
Lack of coordination in the planning of the cultural agenda of the city	SDGs 11 and 17
No cultural representatives in the Culture Committee	SDGs 16 and 17
Weak entrepreneurial dynamics of young people Insufficient openness and innovation	SDGs 4, 8 and 9
Lack of financial means of institutional actors	SDG 16
Decline of Koranic education	SDG 4
Poor waste management Deterioration of built heritage	SDGs 6, 11 and 13
Congestion in the city Public road occupation (avenue Général De Gaulle)	SDGs 6, 9, 11 and 16
Lack of hairdressing training facilities	SDGs 4, 5 and 9
Weak support for traditional communication Decline in intangible cultural heritage (talif, etc.)	SDGs 4 and 17
Low financial means for cultural agendas (<i>fanal</i>).	SDGs 16 and 17
Decline in socio-cultural and educational games (<i>simb</i> , ⁸ <i>fanal</i> , <i>lamb</i> , ⁹ <i>regattas</i> , ¹⁰ etc).	SDGs 4 and 10

⁸ Also known as the dance or the game of the false lion, the *simb* is a traditional game-show, generally organised for important celebrations, but especially during the major holidays in the districts. It attracts a large audience.

⁹ Traditional wrestling accompanied by songs and drums, reminiscent of Greco-Roman wrestling.

¹⁰ Traditional competition of canoe-rowing.

IDENTIFIED LOCAL CHALLENGES	RELEVANT SDGS
Lack of partnerships between the education system (school setting) and culture	SDGs 4 and 17
Lack of a framework for cultural dialogue	SDGs 16 and 17
Lack of structuring and organisation of cultural actors	SDGs 11, 16 and 17
Lack of financial means and subsidies for women's groups Insufficient support and guidance for women Difficult access to land for women (access to land)	SDGs 5, 8, 10 and 17
Food insecurity among young people	SDGs 1 and 2
Poor formalisation of GPFs	SDGs 5, 8, 10 and 17
Sea pollution	SDGs 3, 13 and 14
Sanitation problems in non-developed areas of new urbanisations	SDGs 6, 11 and 15
Health problems related to poor nutrition.	SDGs 3 and 12

ANNEX 2: CULTURAL MAPPING

The participants of the workshop identified the following cultural elements and aspects (in the broad sense) within the territory of Saint-Louis:

<i>NDAR GUEDJ</i> ⁸	<i>NAVÉTANES</i>
<i>FANAL</i>	TRADITIONAL DANCES
<i>SIGNARES</i> ⁹	EXPOSITION NDAROU DEMB ¹⁵
<i>TAKOUSSANOU NDAR</i> ¹⁰	REGATTAS ¹⁶
<i>SIMBEU</i> ¹¹	<i>KASSAK</i> ¹⁷
MAME COUMBA BANG ¹²	JAZZ FESTIVAL
FAIDHERBE BRIDGE	VENUSIAN NIGHT
CULINARY ART (THIÉBOU DIEUNE PENDA MBAYE) ¹³	SWIMMING AROUND THE ISLAND
GOLDEN <i>NGOUKA</i> ¹⁴	<i>TAADJABOON</i> ¹⁸
ARTISTIC ITINERARIES	<i>GAMOU CHEIKH</i> ¹⁹
URBAN CULTURES (SLAM, GRAFFITI, ETC.)	<i>NIARRY RAKKAS</i> ²⁰
<i>BEUL BAA</i> (RIVER MOUTH)	

⁸ Traditional name of Saint-Louis.

⁹ Name for young women of mixed race, born from the marriage of the Portuguese with Serer women from the Petite-Côte of Senegal, in the trading posts of Rufisque, then Gorée and finally Saint-Louis until the middle of the 19th century.

¹⁰ A carnival, which is typical from Saint-Louis. Multi-ethnic folk troupes, women's groups from the neighbourhoods and youth movements parade through the streets of the city dressed in traditional costumes. It is an opportunity to award the most beautiful Signare, the most handsome king, the most beautiful queen and the best folkloric troupe.

¹¹ Also known as the dance or the game of the false lion, the *simb* is a traditional game-show, generally organised for important celebrations, but especially during the major holidays in the districts. It attracts a large audience.

¹² Protective genius of Saint-Louis.

¹³ Senegal's national dish and UNESCO intangible heritage, *thiébou djeune* is a seasoning for rice, fish and vegetables. Its origin is attributed to Penda Mbaye, a cook from the village of Guet-Ndar" in Saint-Louis

¹⁴ *Ngouka* is a national hairdressing and traditional braiding competition. *Ngouka* refers to two braids that go over the ears and on which are attached loops called "libidors". The "*ngouka*" is reserved for ladies.

¹⁵ Exhibition that highlights the history, rites and traditional culture of Saint-Louis.

¹⁶ Traditional competition of canoe-rowing.

¹⁷ Traditional form of education as a stage of circumcision. It combines songs, dance, riddles; stories and charades closely related to customs and traditions; solving practical questions, etc.

¹⁸ Folk festival to celebrate *Tamxarit* (*Achoura*) by the youth.

¹⁹ Cult ceremony of prayers and communion of the Khadrya (religious brotherhood) held each year in Saint-Louis.

²⁰ Annual prayer held by the Mourides of Senegal to commemorate the prayer that Sheikh Ahmadou Bamba performed in the Governor's Palace in Saint-Louis on 5 September 1895.

ANNEX 3: LIST OF PARTICIPANTS

Pape Ibrahima FAYE, Deputy Mayor in charge of Culture and Finance, Municipality of Saint-Louis

Maimouna Lissoune CAMARA, Councillor in charge of the Culture Committee, Municipality of Saint-Louis

Sira Bâ DIENG, Director of the Regional Cultural Service

Babacar FAYE, Cultural Animator

Aissatou WADE, Municipal Councillor in charge of Communication and Tourism, Municipality of Saint-Louis

Daouda DIENG, Student

Khady WADE, Economic Interest Grouping (EIG)

Mbaye Ndiaye Tilala, Singer

Papa Bahan BATHILY, Stylist

Oumar SARR, Member of the Sports and Culture Association (ASC)

Yaya KAMBOU, President of the Collective of Dancers of Saint-Louis (CODAS)

Seydou CAMARA, Dance artist

Mohamed SOW, Acting artist

Marième MBAYE, Acting artist

Rokhaya MBAYE, President of the Saint-Louis *fanals*

Makhou MBENGUE, President of the Traditional Communicators

Makhou SENE, Traditional leader

Adja Ndèye Fatou MBOUP, President, traditional communicator in Saint-Louis

Aliou MBOUP, President of the false lions

Cheikh Sada DIOP, Religious leader

Al Hassan SECK, Rapper, Association president

Mame Saphir NDIAYE, President of CODEVA (Cooperation, Development and Action)

Serigne Saliou SY, Photographer

Ousseynou DIOP, Reporter for Télévision Futur Média (TFM)

Abib SECK, Cameraman for Télévision Futur Média (TFM)

Adama WADE, Journalist for Ndar info

Cheikh Saad BOU, Cameraman for Ndar Info

Mbagnick DIAGNE, Journalist for le Soleil

Khadim Rassoul GUEYE, Communication Officer, Enda ECOPOP

Bachir KANOUTÉ, Executive Director, Enda ECOPOP

Mame Aissatou MBAYE SY, Programme Manager, Enda ECOPOP

ANNEX 4: PRESS BOOK

1. Ndar Info

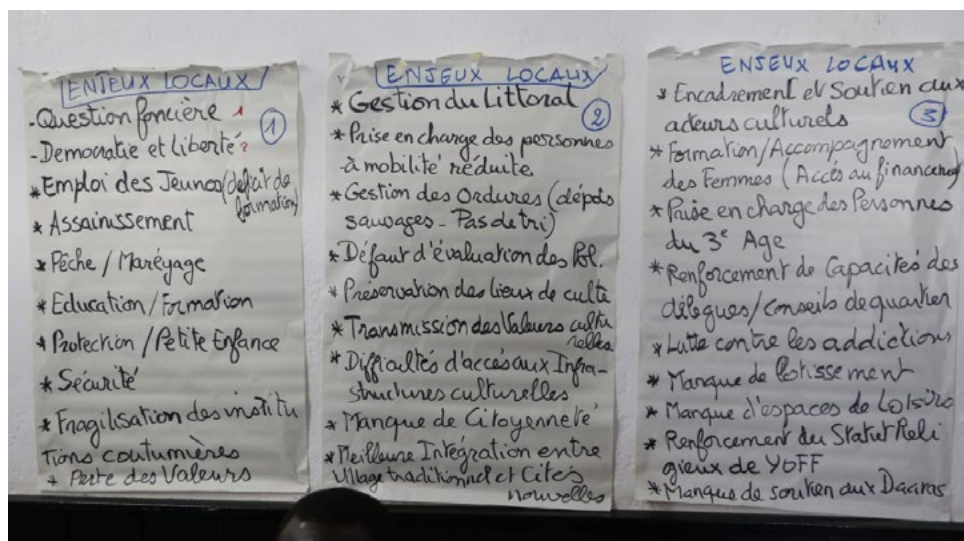
https://m.ndarinfo.com/Atteinte-des-ODD-a-Saint-Louis-les-acteurs-culturels-s-impliquent-video_a35054.html

2. Télévision Futur Média

<https://youtu.be/6pB0Bral-OU>

<https://youtu.be/KJXQ-zBKcXc>

3. Le Soleil





SEVEN KEYS WORKSHOP



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