



ANNUAL JOINT PROGRAMME PROGRESS REPORT

REPORT COVER PAGE

Date of Submission: 31 March 2009

Submitted by:

Neşe Çakır
MDG-F 1792 Joint Programme Manager
nese.cakir@undp.org

UN Joint Programme
UN House
Birlik Mah. 2. Cadde, No: 11, Çankaya
Ankara / TURKEY

Country and Thematic Window
TURKEY
CULTURE AND DEVELOPMENT

* The draft version of this report has been discussed with the representatives from NSC, PMC. The list of participants is given in ANNEX 5

Report Number: 1st Annual Joint

Programme Progress

Report

OPAS No.

MDTF Atlas Award No: 55179

MDTF Atlas Project No: 67179

Title: MDG-F 1792 Alliances for Culture

Tourism in Eastern Anatolia

Reporting Period: 1 Jan. - 31 Dec. 2008

Programme Duration:

18th November 2008- 31st December 2010

Participating UN Organizations

UNDP

Implementing Partners

Ministry of Culture and Tourism

Republic of Turkey

UNESCO

UNICEF

Ministry of Foreign Affairs

Republic of Turkey

UNWTO

Programme Budget:

UNDP	UNESCO	UNICEF	UNWTO	
1.731.000	830.320	670.690	601.339	TOTAL
				3,784,590.00

Abbreviations

AA	Administrative Agent
DRR	Deputy Resident Representative
EU	European Union
GAP	South Eastern Anatolia Project
JP	Joint Programme
LOA	Letter of Agreement
M&E	Monitoring and Evaluation
MDG	Millennium Development Goals
MDG-F	Millennium Development Goals Achievement Fund
MDT-F	The Multi-Donor Trust Fund
MoU	Memorandum of Understanding
MoCT	Ministry of Culture and Tourism
NGO	Non-Governmental Organization
NSC	National Steering Committee
PMC	Project Management Committee
RC	Resident Coordinator
SME	Small and Medium Enterprises
SPA	Specially Protected Area
SPO	State Planning Organization
UN	United Nations
UNCT	United Nations Country Team
UNDP	United Nations Development Programme
UNESCO	United Nations Educational Scientific and Cultural Organization
UNICEF	United Nations Children's Fund
UNJP	United Nations Joint Programme
UNWTO	United Nations World Tourism Organisation
SPO	State Planning Organisation

1. PURPOSE

1.1 Provide the main outputs and outcomes of the programme

The main output of the programme is the mobilization of the culture sector in Turkey's Eastern Anatolia and increased incomes for the people of Kars province. In specific, the joint programme will develop the cultural tourism sector in Kars contributing to social cohesion by recognizing pluralism and by reducing income disparities between people of Kars and the rest of the country. This objective will be obtained through a set of mutually supportive Joint Programme Results:

Specifically, it will result in

- a model of participatory governance for strategic direction, prioritization and coordination of cultural heritage protection and cultural tourism delivery in Turkey's less developed regions in general and increased incomes for the people of Kars in particular where implementation will take place
- Capacities of communities and enterprises increased for income generation and job creation in the culture based tourism sector.
- Local authorities and civil society in Kars and its environs and relevant provinces promote social cohesion and dialogue through fostering of pluralism.

1.2 Reference to how the programme relates to the UNDAF and how it aims to support national development goals including the Millennium development goals

The Joint Programme will directly contribute the achievement of MDG-1 at a localized level by addressing Turkey's regional developmental disparities with the mobilization of the culture sector in Turkey's Eastern Anatolia region. Specifically, it will contribute the UNDAF -Turkey Outcome 2.1.2 "Pro-poor sectoral (tourism) development policies implemented with framework of social (cohesion) integration policies (Country Programme Outcome 2.1.2, UNDAF)" by recognizing pluralism, dialogue of cultures and the establishment of a culture of peace in Eastern Anatolia and with peoples of neighbouring countries. It is expected to contribute the implementation of existing National Strategies, Ninth Development Plan (2007-2013), Tourism and Strategy Action Plan (2007-2013) and Tourism Strategy (2023). The proposed Joint Programme will ensure national ownership through the effective cohesion of programme outputs with the institutional set up of management of cultural policy and cultural tourism in the country and of programme targets with those of the relevant national authorities.

2. RESOURCES

Financial Resources:

2.1 Provide details on any budget revisions approved by the appropriate decision-making body, if applicable.

The programme is in inception phase and budget revisions have not been finalized yet.

2.2 Provide information on additional financial resources obtained to fund the joint programme or if there are other external sources of information from other donors (if applicable)

The Joint Programme will establish close working relations with the UN Joint Programme on Gender, to strengthen the gender mainstreaming aspect of the programme. The UN Joint Programme on Gender currently supports the capacities in six pilot Women Friendly Cities, one of them being Kars. In the context of the UN Joint Programme on Gender, a Local equality Action Plan which sets local priorities and corresponding action points was prepared. The Joint Programme on Culture will benefit from this Action Plan and ensure coherence with this programme while setting and monitoring localized MDGs.

3. IMPLEMENTATION ARRANGEMENTS

3.1 Summarize the implementation mechanisms primarily utilized and how they are adapted to achieve maximum impact given the operating context

The launching event of the Joint Programme took place in 18th of November, 2008 and the reporting period includes only the activities specific to inception phase. Therefore the JP activities have not been finalized yet; the following mechanisms will be applied during the process of project implementation.

The implementation mechanisms have been applied parallel to Multi Donor Trust Fund Operational Guidance Note for the Participating UN Organizations (MDG-F, 2 October 2007). Coordination and collaboration between participating UN agencies have been ensured by the UN Resident Coordinator in Turkey. A supporting team including the Joint Programme Manager, Site Manager and a Programme Assistant ensure the facilitation of collaboration between UN organizations. UNDP acts as the Administrative Agent (AA) of the Joint Programme and UNDP Turkey supports the overall coordination of the outputs and management of administrative, financial and procurement issues related to project implementation. UNDP also assists coordination among the participating UN agencies of the Joint Programme, particularly for UNESCO and UNWTO, which are non-resident in Turkey including recruitment of the project team and provision of support in the dissemination of Programme objectives and strategies.

For the technical and policy components of the programme, The Ministry of Culture and Tourism (MoCT) and State Planning Organization (SPO) are responsible respectively.

The National Steering Committee (NSC) which includes a representative of the Turkish Government, a representative from the Government of Spain and the UN Resident Coordinator (RC), and has been established to monitor all MDG-Fund Projects also monitors this Joint Programme. A Programme Management Committee (PMC) composed of the participating UN agencies of the Joint Programme and the Department of Foreign Relations and EU Coordination of the Ministry of Culture and Tourism (ensuring coordination between relevant Departments of the Ministry) is foreseen to have its first meeting in April 17th.

3.2 Provide details on the monitoring system(s) that are being used and how you identify and incorporate lessons learned into the ongoing programme

Programme monitoring will be carried out in line with the indicators developed in the Joint Programme Document, primarily by the Programme Team and the Programme Management Committee. The major

source of the lessons learnt during the implementation process of the programme is the close cooperation between other MDG-F projects currently ongoing in Turkey.

3.3 Report on any assessments, evaluations or studies undertaken.

The Programme is in its inception phase, therefore no assessments or evaluations have been undertaken yet.

4. RESULTS

4.1 An assessment of the extent to which the programme components are progressing in relation to the outcomes and outputs expected for the year.

The project document was signed in November 2008 and the progress during the reporting period includes the inception phase.

With the completion of launching event and inter-agency discussions, the project can be considered as progressing in relation to the outcomes expected for the year. Additionally, the work plan will be revised in the following two months period.

4.2 Main activities undertaken and achievements.

The project document was signed in November 2008 by all parties including the Ministry of Foreign Affairs and Ministry of Culture and Tourism as national partners. Following the signing of contract, Kick off Meeting has been held in 18 November 2008 with the participation of relevant partners including the Ministry of Culture and Tourism, The Embassy of Spain, Kars Governorate, Kars Municipality and representatives of participating UN Agencies as well as local stakeholders from Kars.

Opening speeches and programme presentations were followed by the working group sessions with the participation of local stakeholders, academia, and relevant government partners. The Meeting notes enclosed in Annex A were shared with the participants as well as the media.

Following the launching event, participating UN Agencies and Resident Coordination Officer met on 19 November 2008 to discuss the next steps in the project including the discussions on schedule of activities and management related meetings.

4.3 Implementation constraints, lessons learned from addressing these and knowledge gained from evaluations and studies that have taken place in the course of the year.

National ownership and coordination, strong local participation and civic engagement are the key factors determining the achievement of the programme outcomes. These strategies build on the lessons learned from previous programming, primarily in context of UNDP programmes, in regional development, tourism and enterprise competitiveness promotion in Turkey's East and Southeast Anatolia regions, including the UNDP Coruh Valley-Eastern Anatolia Rural Tourism Project implemented in cooperation with the Ministry of Culture and Tourism and SME Development in Southeastern Anatolia (GIDEM) in cooperation with the GAP Regional Development Administration.

The Coruh Valley-Eastern Anatolia Rural Tourism Project and the proposed Joint Programme in Kars-Eastern Anatolia will together form a model for the Government to effectively implement the Tourism Strategies (i.e. the 2023 Tourism Strategy and 2007-2013 Tourism Strategy and Action Plan)¹ in a way which can mainstream the priorities of regional development and reduction of disparities in the tourism sector at a national level. Benefiting from the experience of Coruh Valley- Eastern Anatolia Tourism Development Project, the proposed joint programme will prioritize the following strategies for obtaining the above mentioned results:

- Ownership of the local stakeholders and joint planning and strategy development with the participation of the local partners
- Developing strong visual communication/promotion materials to support promotion of the region,
- All outputs and activities of the programme should feed into and strengthen each other.

The examples of the tourism development underlines that the economic development of a region coincides with the tourism development. Therefore, culture and culture oriented tourism will be means to reduce the inequalities in the income generation and distribution within region, considering especially the empowerment of women and vulnerable.

The UNCT experience in Turkey also underlines that leadership from central ministerial units is required for local authorities to contribute to project results effectively. The leadership of the Ministry of Culture and Tourism for the joint programme has been provided through General Directorate of Foreign Affairs of the Ministry. This will ensure that the multiple central directorates of the Ministry provide the necessary inputs and guidance to joint programme results.

The project aims at formulating Sustainable Cultural Tourism Policies for the region of Kars, located in

¹ <http://www.kulturturizm.gov.tr/genel/text/eng/TST2023.pdf>

Turkey's Eastern Anatolia area, in enhancing Kars' tourism economic impact and contributing to social cohesion by heritage protection and pro-poor tourism development for the province of Kars and also be replicable for implementation in other provinces of the region. In particular, the project must address:

1. Improvement of cultural assets management
 - a. Cultural assets assessment and mapping (tangible and intangible cultural heritage)
 - b. Institutional capacity for management of cultural heritage
 - c. Public awareness raising on importance of cultural diversity as instrument for dialogue and sustainable development
2. Pro Poor Tourism for poverty alleviation and social integration policies
 - a. Livelihood assessment in the region
 - b. Support services training needs (skill sets) assessment
 - c. Opportunities and constraints in tourism/ community enterprise
3. SME's development for income generation and job creation
 - a. Capacity building with focus on local community
 - b. Institutional capacity assessment
 - c. Policies and strategies guidelines on cultural tourism governance
4. Marketing and Information delivery systems
 - a. Marketing strategies for Kars
 - i. Addressing and building the "Kars brand"
 - ii. Promotional activities and channels for promotion
 - b. Information delivery platforms
5. Sustainable model for maximizing economic value in the society, and minimizing both social and environmental impacts

4.4 Key partnerships and inter-agency collaboration: impact on results.

The United Nations is the only entity which can provide the totality of services described above to the national partners of the project in a way which converges global standards and norms encapsulated in the relevant UN conventions with the priorities, opportunities and constraints of the developmental and social milieu in Kars. As the politically neutral international partners of the Government, the UN organizations of the Joint Programme are uniquely able to support the local authorities in planning and management of tangible and intangible heritage and provide advisory services to local and national civil society in priorities for conservation and safeguarding in line with international standards. The linkages between UN agency support to local and national authorities and civil society follows from this broad nature of support:

- UNDP and UNWTO will incorporate the results of UNESCO supported exercise of assistance with assessment and mapping of cultural assets in the target area, hereby including both tangible and intangible aspects of local cultural heritage, in their work with regard to engaging the local community for the development of sustainable cultural tourism related services.
- UNESCO contribution to the project, in coordination with UNWTO, will also ensure that recommendations with regard to the safeguarding and management of cultural assets in the target area are included by relevant authorities in the local cultural tourism strategy, within the context of the “Brand City” programme.
- The activities of the “Brand City” programme have been designed during the joint programme preparation process, and the activities with regard to Kars have been launched (The draft action plan has been submitted to Ministry to November 2008-Kick-off Meeting). The activities planned in this framework are very much in line with the Joint UN programme and the activities will be carried out in cooperation. UNWTO will also provide technical support as per the demand from the Ministry of Culture and Tourism (General Directorate of Investments and Enterprises).
- UNWTO contribution to the project aims to support the defined Action Plan by Turkish authorities through the following elements:
 - Assessing Kars’ tourism assets according to international standards and also through a consultation of key international tourism players.
 - Promoting the competitiveness of the industry and differentiating Kars among its tourism destinations competitors.
 - Formulating a tourism strategic vision for Kars as a tourism destination:
 - Determining the market position of Kars
 - Determining which tourism products should be promoted
 - Determining which markets Kars should address to
 - Creating a successful product-market strategy
 - Defining an action plan based on the one done by Turkish authorities which will be supported by the defined tourism strategies.
- Similarly, the joint work of participating UN Agencies will provide a strategic framework for cultural tourism development building on the existing initiatives such as Restoration of Kars Fortress and Ani tourism development, promotion of the tangible and intangible cultural heritage of the province through publications, establishment of City Museums and accommodation facilities, etc.
- UNDP will strengthen its local governance support with seed funding for local initiatives developed and implemented by local stakeholders in line with the local priorities and the Joint Programme objectives.
- UNWTO will utilize inputs from UNESCO supported experts in the handicraft sector, including design elements, relating to production and retail sales to tourists.

- UNWTO will feed into UNDP supported delivery of enterprise support services, including enterprise clustering, supply chain development, business support, training delivery and indirect support to enhanced financial services to enterprises.

On the other hand, the Ministry of Culture and Tourism will be the main counterpart with its relevant Departments/General Directorates in each output. These Departments include General Directorate for Cultural Assets and Museums (for the mapping of tangible cultural assets and development of management plans), General Directorate of Research and Training (for mapping of intangible heritage and tourism related trainings), General Directorate of Promotion (for development of promotion materials and others), General Directorate of Investments and Enterprises (monitoring and implementation of Brand City Programme and for non-training support to tourism enterprises), and General Directorate of Foreign Relations and EU Coordination (for overall coordination). State Planning Organization (SPO), which is the MDG focal point and main government body responsible for planning and coordination between relevant government agencies is also a key partner in the project. Any tourism related investment from the public funds needs to be approved by the SPO in consultation with the sector experts. SPO also represents the Government in the National Steering Committee.

At the local level, the main government counterpart will be the Governorate, who will also be responsible for implementing the Brand City Programme at the local level. Municipality will also be equally important given the responsibility and authorities attached to the Municipality regarding tourism (e.g. organization of cultural and tourism activities, preparation of plans, etc) Kars City Council will be the local governance mechanism, where local NGOs and local stakeholders are represented.

Through the cooperation with the UN Joint Programme on Gender, interagency partnership will be strengthened with all of the resident UN agencies in Turkey, including UNFPA, UNICEF and IOM.

4.5 Other highlights and cross cutting issues pertinent to the results being reported on.

There are no further specific cross cutting issues or highlights during the reporting period.

5. Future workplan

5.1 Priority actions planned for the following reporting period to overcome constraints build on achievements and partnerships and use the lessons learned during the previous reporting period

Since the project has still been in inception phase during the reporting period, no major changes or constraints have been tracked. It was agreed that all activities shall be carried out in collaboration and

close coordination with MoCT and relevant local authorities as indicated in the Joint Programme Document.

5.2 Indication of any major adjustments in the strategies, targets or key outcomes and outputs planned in the joint programme

Not applicable

ANNEXES:

ANNEX I 2009 WORKPLAN

Work Plan for: Alliance for Cultural Tourism in Kars (ACT in Kars) Period: Y1

JP Output 1: A model for strategic direction, prioritization and safeguarding of tangible and intangible cultural heritage and cultural tourism delivery in Turkey's less developed regions produced and implemented in Kars									
Annual Targets Year 1	Activities	TIME FRAME				UN AGENCY	Respon- sible Party (detailed in TABLE A)	PLANNED BUDGET	
		Q1	Q2	Q3	Q4			Budget Description	Amount
Policy for the protection and enhancement of cultural assets in Kars presented for adoption by national authorities	Mapping of tangible cultural heritage assets in Kars and its environs	X	X	X		UNESCO	MoCT	Personnel (I)	25.000
	Mapping of intangible cultural heritage assets in Kars and environs (Cross referenced-refer to ... for arrangements)	X	X	X		UNESCO	MoCT	Personnel (N)	75.000
	Assessment of the institutional and regulatory frameworks (urban regulations, tangible heritage protection) in Kars and its province	X	X	X		UNESCO	MoCT	Contracts (I)	-
	Identification of the urban and architectural needs for enhancement of the physical conditions in Kars and its province	X	X	X		UNESCO	MoCT	Contracts (N)	40.000
	Recommendations for ensuring cultural assets protection and management in the cultural tourism strategy within the context of the "Brand City" programme – linkage and input to UN WTO			X		UNESCO	MoCT	Training – Conf.	15.000
							Supplies	-	
							Equipment	6000	
							Travel	13.000	
							Miscellaneous	6000	
							Total	180.000	
							<i>Indirect costs</i>		
							TOTAL	12.600	
								192.600	
Training programme for site management	Assessment of site management capacities focusing on institutional stakeholders of Divrigi and Ani		X			UNESCO	MoCT	Personnel (I)	20.000
							Personnel (N)	20.000	

capacity development commenced.	Preparation for and providing training workshop in site management methodology with case studies focusing on Divrigi and Ani (25 participants duration 15 days)			X	X	UNESCO	MoCT	Contracts (I) Contracts (N) Training - Conf Supplies Equipment Travel Miscellaneous Total <i>Indirect costs</i> TOTAL	- 4.000 35.000 2000 - 10.000 500 <u>91.500</u> 6,405 97.905
A cultural tourism strategy and action plan agreed to by national authorities within the context of the "Brand City" programme	Inventory of tourism facilities and services in Kars Province	X				UNWTO	MoCT	Personnel (I) Personnel (N) Contracts (I) Contracts (N) Training - Conf Supplies Equipment Travel Miscellaneous Total <i>Indirect costs</i> TOTAL	71.000 54.400 - 15.000 12.000 - - 15.000 3.000 <u>170.400</u> 11.928 182.328
	Assessment of tourism potential of cultural tourism assets – tangible and intangible – based on UNESCO's identification and evaluation	X				UNWTO	MoCT		
	Assessment of institutional capacity of Governorate, Municipality and stakeholder structures in destination management, development and promotion	X				UNWTO	MoCT		
	Assessment of tourism facility performance, quality and needs (cross referenced activity)	X	X			UNWTO	MoCT		
	Stakeholder consultation (tourism sector, civil society, others) on aspirations/options for tourism	X	X			UNWTO	MoCT		
	Assessment of market profile, trends and opportunities – assessment of visitor monitoring	X	X			UNWTO	MoCT		
	Survey of international tour operators on current and potential interest in East Anatolia and Kars		X			UNWTO	MoCT		
	Meetings/workshop with Turkish (incoming) tour operators on above		X			UNWTO	MoCT		
	Conceptual positioning of Kars with respect to themes, circuits etc in East Anatolia – location/access assessment		X			UNWTO	MoCT		
	Kars brand – identity and visioning		X			UNWTO	MoCT		
	Stakeholder workshop on options etc.		X			UNWTO	MoCT		

	Preparation of draft – presentation, review, revision – leading to final strategy and action plan.			X		UNWTO	MoCT		
JP Output 2: Capacities of communities and enterprises increased for income generation job creation in the culture based tourism									
Enterprise and community needs for income generation in tourism sector identified.	Training needs assessment of existing tourism service providers		X	X	X	UNWTO	MoCT	Personnel (I)	14.200
	Initiation of feasibility studies on tourism use of cultural assets – buildings, sites, other assets			X	X	UNWTO	MoCT	Personnel (N)	12.240
	Work with identified communities and groups (rural communities, womens groups etc.) on identification of enterprise opportunities and capacity building needs – handicrafts, produce supply, accommodation, catering, retail, events		X	X	X	UNWTO	MoCT	Contracts (I)	40.000
	Study tours within Turkey and international.				X	UNWTO	MoCT	Contracts (N)	2.500
	Specific focus on tourism/community enterprise delivery with respect to Ani site – guiding, handicrafts, retail, catering – including provision of space for this.			X	X	UNWTO	MoCT	Training (ST)	40.000
							Supplies	-	
							Equipment	-	
							Travel	3.750	
							Miscellaneous	3.750	
							Total	116.440	
							<i>Indirect costs</i>	<i>8.150</i>	
							TOTAL	124.590	
Business development services strategy in place	Identify and design a communication and dissemination strategy for enterprise support activities in line with EU competitiveness agenda requirements for regional development	X	X	X		UNDP	MoCT	Personnel (I)	40.000
	Identify and address the capacity shortcomings of local institutions for non-financial and financial business development services		X	X		UNDP	MoCT	Personnel (N)	100.000
	Identify women’s entrepreneurship entry points and strategies for non-financial services for promoting women’s entry into the cultural heritage industries				X	UNDP	MoCT	Contracts (I)	20.000
	Based on UNWTO training and capacity assessments and dissemination , draw up a plan of business development services provision for enterprise development in Kars and environs in line with EU competitiveness agenda				X	UNDP	MoCT	Contracts (N)	30.000
	Organize roundtables and fairs on commercial opportunities that are created around creative industries			X	X	UNDP	MoCT	Training – Conf	10.000
							Supplies	10.000	
							Equipment	15.000	
							Travel	15.000	
							Monitor Mission	40.000	
							Total	280.000	
							<i>Indirect costs</i>	<i>19.600</i>	
							TOTAL	299.600	

	Based on UNWTO assessment, design small scale income-generation activities for the population of Ocakli village, next to Ani site			X	X	UNDP	MoCT		
JP Output 3: Capacities of local authorities and civil society in promoting social cohesion and dialogue through fostering of pluralism									
2003 Convention on Intangible Cultural Heritage follow up initiated in Kars and Eastern Anatolia	Capacity building workshop to identify and define the Intangible Cultural Heritage of the Kars Province (2003 Convention)	X		X	X	UNESCO	MoCT	Personnel (I)	10.000
	Mapping of intangible cultural heritage assets in Kars and environs (budgeted under output 1)	X	X	X		UNESCO	MoCT	Personnel (N)	10.000
	Technical assistance and support to mapping of intangible culture in Kars		X	X			MoCT	Contracts (I)	-
	Technical assistance for the preparation of nomination files for inscription of Intangible Cultural Heritage from the Kars' Province (2003 Convention).			X	X	UNESCO	MoCT	Contracts (N)	-
								Training – Conf	20.000
								Supplies	5.000
								Equipment	-
								Travel	-
								Miscellaneous	15.000
								Total	-
								<i>Indirect costs</i>	<u>60.000</u>
								TOTAL	4.200
									64.200
The governance structure involving civil society, authorities and experts established in Ankara and Kars by end of year 1	Identify local and national stakeholders for a participatory governance structure to promote social cohesion and MDG goals	x	x	x	x	UNDP	MoCT	Personnel (I)	20.000
	Technical assistance and support to localized MDG target setting	x	x			UNDP	MoCT and SPO	Personnel (N)	200.000
	Dissemination of all project activities on behalf of non-resident other participating agencies in Kars and Ankara							Contracts (I-Monitor)	40.000
	Design of a communication and outreach strategy addressed at stakeholders based on site management and urban conservation priorities established by UNESCO						MoCT	Contracts (N)	30.000
	Organization of interim Monitoring and Evaluation Mission on behalf of the programme, including drawing up of M and E criteria and strategies for joint programme			X	X			Training – Conf	25.000
								Supplies	-
								Equipment	20.000
								Travel	-
								Premises	20.000
								Total	40.000
									<u>395.000</u>
								<i>Indirect costs</i>	27.650
								TOTAL	422.650

	Technical assistance and coordination to support to national and international civil society initiatives in Kars through the Ministry of Culture and Tourism and UN project office in Kars which will provide secretariat for this governance structure (one stop shop-umbrella international presence in Kars)	x	x	X	X	UNDP	MoCT		
Children's understanding of cultural diversity and ability to resolve conflict increased through the provision of cultural and life skills based education programmes within the Child's Rights Committees of Kocaeli, Eskisehir, Kirsehir, Sivas, Erzurum and Kars.	Children develop their own cultural and LSBE training and communication materials and conduct peer training within their respective three Child's Rights Committees	x	x	x	x	UNICEF	MOCT, SHCEK MOI MONE	Personnel (N)	80.000
								Contracts	125.000
								Travel	10.000
								Supply	45.000
								Total	<u>260.000</u>
	With the support of local communities, two of the selected Child's Right Committees establish a Children Cultural Diversity Room within their provincial museum and conduct LSBE peer education sessions and cultural activities (seminars, photo exhibitions handicraft etc)	x	x	x	X	UNICEF		<i>Indirect costs</i>	18.200
	Child's Rights Committees in two provinces develop their respective project on cultural diversity and mutual understanding	x	x	x	x	UNICEF		TOTAL	278.200
	Capacity Building among thirteen Child's Rights committees on cultural wealth, heritage etc. for preparation of the Friendship Train	x	x	x	x	UNICEF			
Total Planned Budget Year 1									1.553.340
UNESCO indirect costs									23.205
UNDP indirect costs									47.250
UNWTO indirect costs									20.078
UNICEF indirect costs									18.200
TOTAL YEAR 1									1.662.073

ANNEX II: THE COLOR CODED WORK PLAN

JP Output 1: A model for strategic direction, prioritization and safeguarding of tangible and intangible cultural heritage and cultural tourism delivery in Turkey's less developed regions produced and implemented in Kars							
Annual Targets Year 1	Activities	TIME FRAME				UN AGENCY	Responsible Party
		Q1	Q2	Q3	Q4		
Policy for the protection and enhancement of cultural assets in Kars presented for adoption by national authorities	Mapping of tangible cultural heritage assets in Kars and its environs	X	X	X		UNESCO	MoCT
	Mapping of intangible cultural heritage assets in Kars and environs (Cross referenced-refer to ... for arrangements)	X	X	X		UNESCO	MoCT
	Assessment of the institutional and regulatory frameworks (urban regulations, tangible heritage protection) in Kars and its province	X	X	X		UNESCO	MoCT
	Identification of the urban and architectural needs for enhancement of the physical conditions in Kars and its province	X	X	X		UNESCO	MoCT
	Recommendations for ensuring cultural assets protection and management in the cultural tourism strategy within the context of the "Brand City" program – linkage and input to UN WTO			X		UNESCO	MoCT
Training program for site management capacity development commenced.	Assessment of site management capacities focusing on institutional stakeholders of Divrigi and Ani		X			UNESCO	MoCT
	Preparation for and providing training workshop in site management methodology with case studies focusing on Divrigi and Ani (25 participants duration 15 days)			X	X	UNESCO	MoCT
A cultural tourism strategy and action plan agreed to by national	Inventory of tourism facilities and services in Kars Province	X				UNWTO	MoCT

authorities within the context of the “Brand City” program								
	Assessment of tourism potential of cultural tourism assets – tangible and intangible – based on UNESCO’s identification and evaluation	X					UNWTO	MoCT
	Assessment of institutional capacity of Governorate, Municipality and stakeholder structures in destination management, development and promotion	X					UNWTO	MoCT
	Assessment of tourism facility performance, quality and needs (cross referenced activity)	X	X				UNWTO	MoCT
	Stakeholder consultation (tourism sector, civil society, others) on aspirations/options for tourism	X	X				UNWTO	MoCT
	Assessment of market profile, trends and opportunities – assessment of visitor monitoring	X	X				UNWTO	MoCT
	Survey of international tour operators on current and potential interest in East Anatolia and Kars		X				UNWTO	MoCT
	Meetings/workshop with Turkish (incoming) tour operators on above		X				UNWTO	MoCT
	Conceptual positioning of Kars with respect to themes, circuits etc in East Anatolia – location/access assessment		X				UNWTO	MoCT
	Kars brand – identity and visioning		X				UNWTO	MoCT
	Stakeholder workshop on options etc.		X				UNWTO	MoCT
	Preparation of draft – presentation, review, revision – leading to final strategy and action plan.				X		UNWTO	MoCT
JP Output 2: Capacities of communities and enterprises increased for income generation job creation in the culture based tourism								
Enterprise and community needs for income generation in tourism sector identified.	Training needs assessment of existing tourism service providers		X	X	X		UNWTO	MoCT
	Initiation of feasibility studies on tourism use of cultural assets – buildings, sites, other assets			X	X		UNWTO	MoCT
	Work with identified communities and groups (rural communities, womens groups etc.) on identification of enterprise opportunities and capacity building needs – handicrafts, produce supply, accommodation, catering, retail, events		X	X	X		UNWTO	MoCT
	Study tours within Turkey and international.				X		UNWTO	MoCT
	Specific focus on tourism/community enterprise delivery with respect to Ani site – guiding, handicrafts, retail, catering – including provision of space for this.			X	X		UNWTO	MoCT

Business development services strategy in place	Identify and design a communication and dissemination strategy for enterprise support activities in line with EU competitiveness agenda requirements for regional development	X	X	X		UNDP	MoCT
	Identify and address the capacity shortcomings of local institutions for non-financial and financial business development services		X	X		UNDP	MoCT
	Identify women's entrepreneurship entry points and strategies for non-financial services for promoting women's entry into the cultural heritage industries				X	UNDP	MoCT
	Based on UNWTO training and capacity assessments and dissemination , draw up a plan of business development services provision for enterprise development in Kars and environs in line with EU competitiveness agenda				X	UNDP	MoCT
	Organize roundtables and fairs on commercial opportunities that are created around creative industries			X	X	UNDP	MoCT
	Based on UNWTO assessment, design small scale income-generation activities for the population of Ocakli village, next to Ani site			X	X	UNDP	MoCT
JP Output 3: Capacities of local authorities and civil society in promoting social cohesion and dialogue through fostering of pluralism							
2003 Convention on Intangible Cultural Heritage follow up initiated in Kars and Eastern Anatolia	Capacity building workshop to identify and define the Intangible Cultural Heritage of the Kars Province (2003 Convention)	X		X	X	UNESCO	MoCT
	Mapping of intangible cultural heritage assets in Kars and environs (budgeted under output 1)	X	X	X		UNESCO	MoCT
	Technical assistance and support to mapping of intangible culture in Kars		X	X			MoCT
	Technical assistance for the preparation of nomination files for inscription of Intangible Cultural Heritage from the Kars' Province (2003 Convention).			X	X	UNESCO	MoCT
The governance structure involving civil society, authorities and experts established in Ankara and Kars by end of year 1	Identify local and national stakeholders for a participatory governance structure to promote social cohesion and MDG goals	x	x	x	x	UNDP	MoCT
	Technical assistance and support to localized MDG target setting	x	x			UNDP	MoCT and SPO
	Dissemination of all project activities on behalf of non-resident other participating agencies in Kars and Ankara						
	Design of a communication and outreach strategy addressed at stakeholders based on site management and urban conservation priorities established by UNESCO						MoCT

	Organization of interim Monitoring and Evaluation Mission on behalf of the program, including drawing up of M and E criteria and strategies for joint program				X	X		
	Technical assistance and coordination to support to national and international civil society initiatives in Kars through the Ministry of Culture and Tourism and UN project office in Kars which will provide secretariat for this governance structure (one stop shop-umbrella international presence in Kars)	x	x	X	X		UNDP	MoCT
Children's understanding of cultural diversity and ability to resolve conflict increased through the provision of cultural and life skills based education programmes within the Child's Rights Committees of Kocaeli, Eskisehir, Kirsehir, Sivas, Erzurum and Kars.	Children develop their own cultural and LSBE training and communication materials and conduct peer training within their respective three Child's Rights Committees	x	x	x	x		UNICEF	MOCT, SHCEK
	With the support of local communities, two of the selected Child's Right Committees establish a Children Cultural Diversity Room within their provincial museum and conduct LSBE peer education sessions and cultural activities (seminars, photo exhibitions handicraft etc)	x	x	x	X		UNICEF	
	Child's Rights Committees in two provinces develop their respective project on cultural diversity and mutual understanding	x	x	x	x		UNICEF	
	Capacity Building among thirteen Child's Rights committees on cultural wealth, heritage etc. for preparation of the Friendship Train	x	x	x	x		UNICEF	

LEGEND

	ACTIVITY DONE
	ACTIVITY ONGOING
	ACTIVITY NOT STARTED

(*) The Inception Process is ongoing, and the budget details have not been finalized yet.

ANNEX III : THE MONITORING FRAMEWORK AND BASELINES

Expected Results	Indicators
Outcome	
Pro-poor sectoral (tourism) development policies implemented with framework of social (cohesion) integration policies (Country Programme Outcome 2.1.2, UNDAF) by fostering pluralism, dialogue of cultures and the establishment of a culture of peace in Eastern Anatolia and with peoples of neighboring countries by 2010	<p>Contribution to MDG 1-Target 1, Indicator 1- Percentage of population below the poverty line; Indicator 3- Income distribution by population, by gender (UNDAF, 2.1.2)</p> <p>Baseline: Disparities between regions measured through inequalities in HDI between provinces of Eastern Anatolia and national averages (HDI, Kars: 0.644 and Turkey 0.742, year 2000, HDR and NHDR) Disparities in share of income between quintiles of income brackets: lowest 20%: 6; highest 20%: 48 (UNDAF, 2.1.2)</p>
Outputs	
A model for strategic direction, prioritization and coordination of cultural heritage protection and cultural tourism delivery in Turkey's less developed regions produced and implemented in Kars	<p>Qualitative improvement in management of the Ani site in Kars by end 2010</p> <p>Baseline: Site management plan not available</p>
	<p>Increase in the number of tour operations featuring Kars area, by end 2009</p> <p>Baseline: 0</p>
Capacities of communities and enterprises increased for income generation and job creation in the culture based tourism sector	<p>At least two sector analysis reports generated and distributed in Eastern Anatolia Region by end 2009, identifying how sectoral development will impact gender equality (UNDAF Indicator 2.1.6)</p> <p>Baseline: 10</p>
	<p>Percentage increase in the number of arrivals and overnights to Kars</p> <p>Baseline (2006, arrival): 27,000 Baseline (2006, overnight): 40.431</p>
Local authorities and civil society in Kars and its environs and other relevant provinces promote social cohesion and dialogue through fostering of pluralism	<p>At least one intangible cultural heritage practices presented from Kars, preferably one carried out by women.</p> <p>Baseline: 0</p>
	<p>Increase in the number of civil society-government partnerships (at least 6 new partnership initiatives, 3 of which are focused on women or help gender equality) in cultural heritage promotion by end 2009</p> <p>Baseline: 1 Municipal Festival every two years</p>
	<p>Number of children within six selected provinces knowing at least three ways of solving conflicts and able to explain cultural differences</p> <p>Baseline: none</p>

ANNEX IV – COMMUNICATION AND MEDIA COVERAGE

December 2008 New Horizons (UNDP Turkey Monthly Newsletter) “Alliances for Culture Tourism in Eastern Anatolia” UN Joint Programme was launched in Ankara on 18 November 2008. This programme will be funded by the Millennium Development Goals Achievement Fund (MDG-F) entrusted to United Nations by the Government of Spain and will be managed by the Ministry of Culture and Tourism in cooperation with United Nations organizations (UNDP, UNESCO, UNICEF, UNWTO). The Joint Programme aims to promote culture tourism in Kars and the region of Eastern Anatolia. .. At the launch of Alliances for Culture Tourism in Eastern Anatolia UN Joint Programme, an exhibition by Vedat Akçayöz presented photos from daily lives of Molokans

17.11.08 - Son-An (local) "The Brand City Kars is now the Model City" Kars has been selected as the model city for the programme “Tourism for Alliances in Cultural Tourism in Eastern Anatolia” to be implemented by UNDP, UNESCO, UNICEF and UNWTO and the Turkish Ministry of Culture. The programme will be initiated on Nov. 18 in Dedeman Hotel in Ankara with a meeting to be attended by the Minister of Culture and Tourism, UN Resident Representative, the Ambassador of Kingdom of Spain, the Governor and the Mayor of Kars. The Mayor of Kars, Naif Alibeyoğlu, stated that they are extremely content that Kars is now named as the "Model City" after being named as "Modern City" and "Brand City". He also pointed out that they were trying their best and working hard to improve the conditions in the city.

15.11.08 - Dokuz Sütun (local) "The Brand City Kars has Become the Model City" Kars has been selected as the model city for the programme “Tourism for Alliances in Cultural Tourism in Eastern Anatolia” to be implemented by UNDP, UNESCO, UNICEF and UNWTO and the Turkish Ministry of Culture. The programme is financed by the UNDP- Spain MDG Achievement Fund and will be initiated on November 18 in Dedeman Hotel, Ankara at a meeting to be attended by the Minister of Culture and Tourism, UN Resident Representative, the Ambassador of Kingdom of Spain, the Governor of Kars and the Mayor of Kars. The Mayor of Kars, Naif Alibeyoğlu, stated that they are extremely content that Kars is now named as the "Model City" after being named as "Modern City" and "Brand City". He also pointed out that they had worked hard to improve the conditions in the city and now they aim to work more to develop Kars and make it a real "Model City".

15.11.08 - Anayurt (local) "Kars has become a Modern City" Kars has been selected as the model city for the programme “Tourism for Alliances in Cultural Tourism in Eastern Anatolia” to be implemented by UNDP, UNESCO, UNICEF and UNWTO and the Turkish Ministry of Culture. The programme is financed by the UNDP- Spain MDG Achievement Fund and will be initiated on Nov, 18 in Dedeman Hotel, Ankara by a meeting to be attended by the Minister of Culture and Tourism, UN Resident Representative, the Ambassador of Kingdom of Spain, the Governor of Kars and the Mayor of Kars. Various presentations will be given on the project by UNDP, UNESCO, UNICEF and UNWTO during the meeting in Ankara.

ALLIANCES FOR CULTURE TOURISM IN EASTERN ANATOLIA



Alliances for Culture Tourism in Eastern Anatolia UN Joint Program was launched in Ankara on 18 November 2008. This program will be funded by the Millennium Development Goals Achievement Fund (MDG-F) entrusted to United Nations by the Government of Spain and will be managed by the Ministry of Culture and Tourism in cooperation with United Nations organizations (UNDP, UNESCO, UNICEF, UNWTO). The Joint Program aims to promote culture tourism in Kars and the region of Eastern Anatolia.

Starting with the speech of Naif Albeyoğlu, the Mayor of Kars, the event included speeches from Mehmet Uluk Erden, the Governor of Kars, Mahmood Ayub, UN Resident Coordinator, Manuel Larrotcha, Deputy Chief of Mission of Embassy of Spain in Turkey, and Ismet Yilmaz, Undersecretary of Turkish Ministry of Culture and Tourism.

"This project is of great significance for Kars" stated Naif Albeyoğlu, the Mayor of Kars. Mentioning that Kars was selected among 15 brand cities by the Turkish Ministry of Culture and Tourism in its 2023 strategy, Mehmet Uluk Erden, the Governor of Kars, pointed out that he was glad and excited that Kars was in this project. Mahmood Ayub in his speech accentuated the link between sustainable development and cultural and social diversity saying that culture could facilitate development through tourism. In addition to explicating Millennium Development Goals, Ayub added that this project would contribute to supporting pro-poor sectors in Kars. Manuel Larrotcha indicated that this project utilized an innovative approach in the sense that cultural heritage would contribute to poverty reduction. "This project can be a model," Larrotcha said. Opening remarks came to an end by Ismet Yilmaz, Undersecretary of the Turkish Ministry of Tourism and Culture, who specified the 4 goals of the project: preparing the cultural heritage inventory of Kars, managing site areas, increasing awareness of Kars citizens on culture tourism and promoting culture tourism in Kars to the world. Yilmaz also thanked the Government of Spain and the Turkish Ministry of Culture and Tourism for their prominent support to the project.

After the opening remarks, officials from United Nations Development Programme (UNDP), United Nations Educational, Scientific and Cultural Organization (UNESCO), United Nations Children's Fund (UNICEF) and World Tourism Organization (UNWTO) made brief presentations about how each of them would contribute to Alliances for Culture Tourism in Eastern Anatolia UN Joint Program. UNDP programme associate Berna Beyazıt stated that UNDP would support clustering analyses and system of business development among other aspects of the project (for full speech please [click here](#)). "UNESCO contributes through capacity building and as a standard-setter and a clearing house," said UNESCO official (for full speech please [click here](#)). As explained by Nigün Çavuşoğlu, UNICEF official, tolerance, harmony and friendship among children, and common understanding among children on cultural diversity are the areas in which UNICEF will share its experience. She added that UNICEF would try to bring children's perspective to the Project with children (for full speech please [click here](#)). UNWTO will add to the project by providing realistic assessment analysis, determining enterprise needs and strengthening visitors' flow (for full speech please [click here](#)).

Following the presentations of UN agencies, working groups convened so as to share ideas on advantages and opportunities that the city of Kars has in culture tourism.

Alliances for Culture Tourism in Eastern Anatolia UN Joint Program, funded by the Government of Spain, will be managed by the Ministry of Culture and Tourism in cooperation with United Nations organizations (UNDP, UNESCO, UNICEF, UNWTO). The program, which aims to promote culture tourism in Kars and the region of Eastern Anatolia, is worth of 3.8 million US dollars and will be completed in December 2010.

Previously ruled by Sasanians, Romans, Byzantines and Ottomans among others, the city of Kars reflects many civilizations. As one of the culturally rich Eastern Anatolian cities, Kars is home to the Molokans as well, a community that was exiled from Russia in 1877. At the launch of Alliances for Culture Tourism in Eastern Anatolia UN Joint Program, an exhibition by Vedat Akçayöz presented photos from daily lives of Molokans. For more information on Molokans please [click here](#).