

# Welcome to Connective Cities

## Virtual Event – Tourism Proposal Discussions By Uganda

December 2, 2021

Partners of Connective Cities



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and Development







# Background



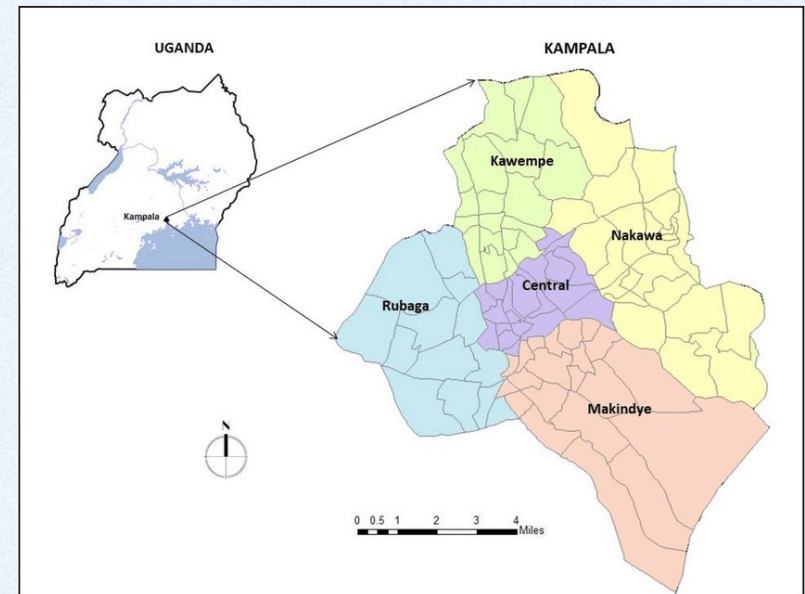
Kampala is located in Uganda, East Africa and lies along the following coordinates: 0°18' 49" N, 32° 34' 52" E. The City borders Lake Victoria, Africa's largest lake in the East and surrounded by Wakiso District in the West and North. Kampala is the Capital City and Seat of Government with the assorted arms of central government.



# Kampala City

- Kampala City has 5 divisions

Division	Male	Female	Total	Sex Ratio*
Central	37,435	37,733	75,168	99.2
Kawempe	158,768	179,897	338,665	88.3
Lubaga	176,762	206,454	383,215	85.6
Makindye	186,368	206,640	393,008	90.2
<b>Nakawa</b>	<b>153,429</b>	<b>163,594</b>	<b>317,023</b>	<b>93.8</b>
Total	712,762	794,318	1,507,080	89.7



# Kampala and COVID 19



- ❑ With the present and future being shaped by the Coronavirus disease (Covid-19) and worldwide responses to it, critical insights are essential
- ❑ Covid-19 has profoundly influenced the lives of most people on the planet as well as the global market
- ❑ caused the worst economic decline since the Great Depression
- ❑ pandemic found countries esp. from developing economies unprepared to face the challenges brought by it, exposing the vulnerabilities of individuals, societies and economies
- ❑ Kampala was not an exception





# Tourist Attractions



- ☐ Historical monuments and sites
- ☐ Heritage tours/ Cultural tours
- ☐ Multi ethnic and religious monuments
- ☐ Local art, craft and cultural experience
- ☐ Shopping experience
- ☐ Culinary experiences
- ☐ Beaches and water activities







# Current Challenges in context of COVID-19

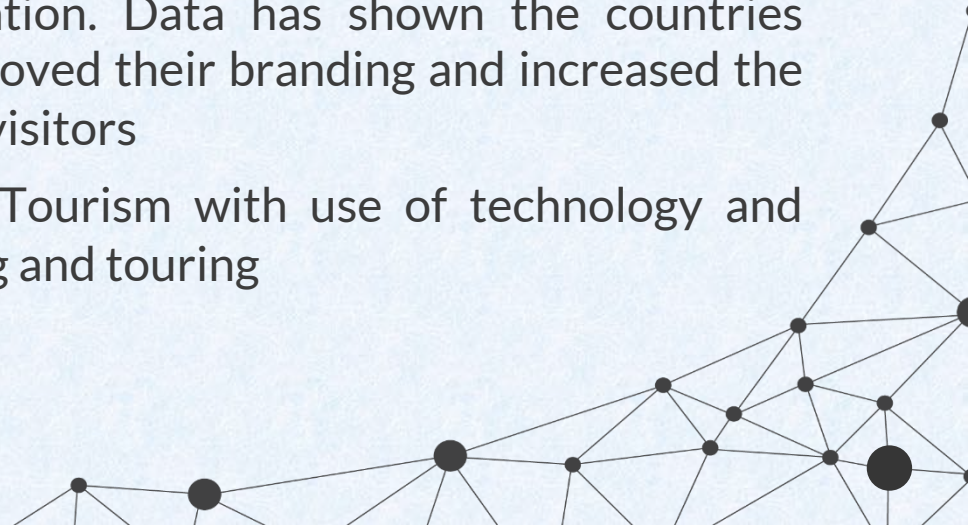
- Pandemic has always brought the critical role of the state, especially in effective management of crises, disasters and public health emergencies
- With increase in COVID-19 cases, critical governance concerns began to rise
- One of the biggest challenge with local government has been the right balance between upholding democratic governance, respect for human rights and effectively addressing the spread and impact of COVID-19



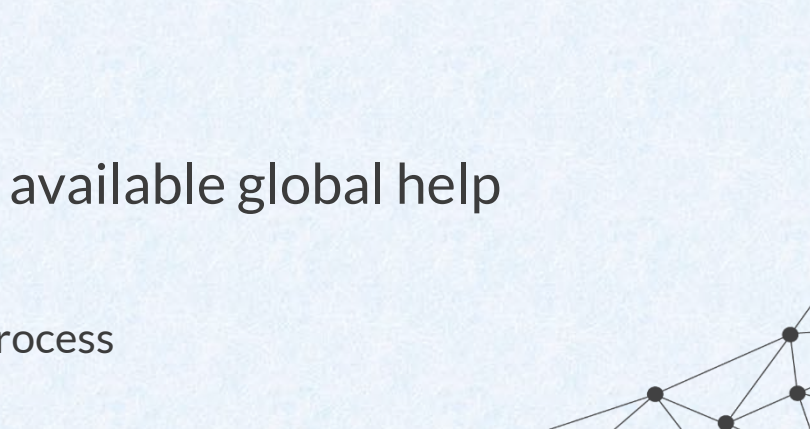


# Why Good Governance for Tourism?

- Good governance is evaluated as opportunity of economic security, improved business environment and absorb foreign and domestic investment via six indicators of control of the corruption, rule of law, regulations on quality, government effectiveness, political stability and the right to comment and response by the international institutions.
- Tourism plays a very important role in branding a country, product and a culture
- Capacity building and effective training help build Good governance and lead to brand equity of a tourist destination. Data has shown the countries investing in good governance has improved their branding and increased the number of international and domestic visitors
- Good governance has helped Smart Tourism with use of technology and innovation. It provides ease of traveling and touring



# Opportunities: Strengthen processes and policies for local governance accountability

- ❑ COVID-19 has reaffirmed the need for global partnerships and collaboration to prevent, mitigate and resolve global threats to humanity, such as pandemics, climate change, conflict and insecurity
  - ❑ Increase capacity of local government/municipalities/cities in
    - ❑ Transparency
    - ❑ Accountability and
    - ❑ Good governance
  - ❑ Increase capacity in accessing available global help
    - ❑ Proposal writing
    - ❑ sustainable public procurement Process
    - ❑ Impact Evaluation
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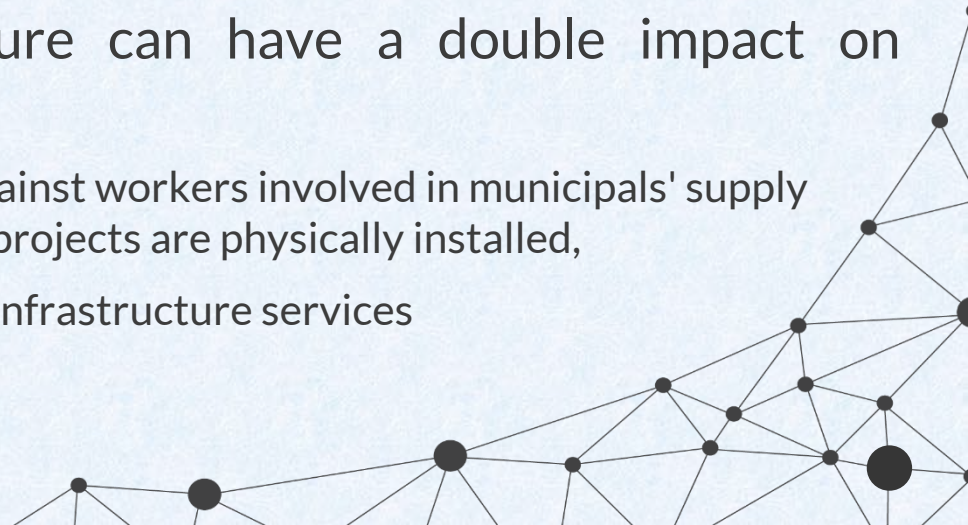
# Focus Area

- Local government's disaster preparedness/ business continuity plan
- sustainable public procurement practice
- Tourism Supply-Chain Management
- Accountability and Impact Evaluation



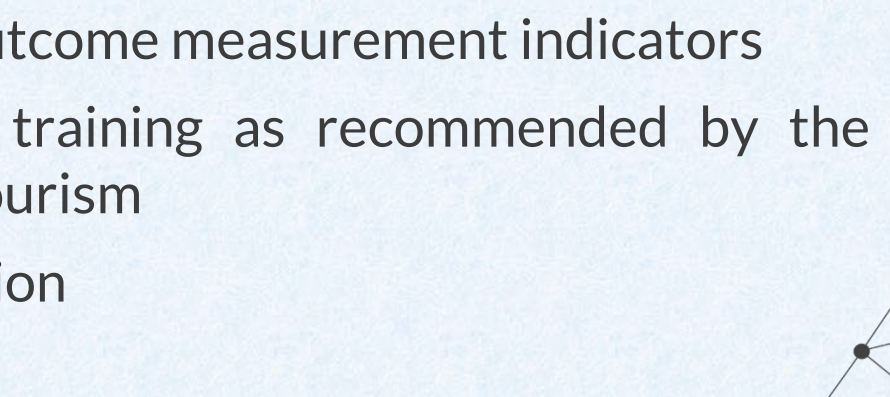
# Why sustainable public procurement practices

- Sustainability, both within the procurement process comprises economic, environmental, and social dimensions, all of which can contribute to delivering on more than 70% of SDGs
- Economically, infrastructure has a relevant contribution to GDPs and job creation, which is a major expenditure with municipalities
- Environmentally, it can have big impacts on efficient use of energy and water, recycling materials and waste management, biodiversity preservation and mitigation, and adaptation to climate change effects
- Socially, sustainable infrastructure can have a double impact on people.
  - by preventing human rights abuses against workers involved in municipals' supply chains, impacted communities where projects are physically installed,
  - against final users or beneficiaries of infrastructure services





# Proposed Project: Capacity Building and Training of Local Government/Municipalities

- Conduct a capacity and need assessment of capacity in 5 divisions in Kampala City (and possibly Wakiso District surrounding KLa)
  - Discuss and present outcomes to division Mayors (Mayor and his team)
  - Design and develop training outcome measurement indicators
  - Design, develop and deliver training as recommended by the survey outcome on boosting tourism
  - Assess training impact evaluation
  - Submit a report to divisions
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# Deliverables and Tentative Schedule

#	Deliverables	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
1.	Prepare a detailed Project Plan						
2.	Conduct a capacity and need assessment Survey						
3.	Identify training need						
4.	Get nomination from Kampala's Divisions						
5.	Design, develop and deliver Hybrid Trainings (No. of trainings to be confirmed)						
6.	Conduct Impact evaluation						
7.	Submit a report						



# Outcome and Impact

- **Public Health:** improve COVID-19 protocols
  - **Communication:** Improve citizen services and communication of major decisions by local government. Help brand city of Kampala as a clean and city of good governance
  - **Identifying donors, sponsors and Project Plan:** Increase capacity to identify donors and sponsors for local development and project plan development capacity of the local government.
  - **Tourism Supply Chain Management:** Improve and increase local government officials' capacity on Tourism supply chain management
  - **Impact Evaluation:** Build a culture of impact evaluation and self assessment
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# Project and Funding Status

- Project is still in initiation stage
- Current analysis indicates need of funding worth \$300,000 to complete proposed comprehensive project to train 100 officials from five divisions (20 officials from each)
- Will work with local divisions officials, and consultants to identify potential sponsors, and funders
- City/division/local municipalities will be encouraged to take ownership of the program and contribute 10% of the cost.





# Cost Breakdown

#	Deliverables	Cost in US\$
1.	Need Assessment	\$30,000.00
2.	Training Design, Development and Delivery	\$250,00.00
3.	Impact Evaluation	\$15,000.00
4.	Reporting	\$5,000.00
<b>Total</b>		<b>\$300,000.00</b>



# Acknowledgement

Thanks to

- Connective Cities program platform to share a very important proposal
- International Development Institute, Suman Timsina, Deepak Adhikary and its consultants for helping to convert ideas into a proposal

