S11 – HANDICRAFTS, TOURISM & CREATIVE ECONOMY

Sustainable Tourism and Digital Craft Industries

Sponsored by **Government of Niger — Ministry of Tourism and Crafts**
National implementation supported by UNDP; implementing organizations APTN and SAFEM



ESTIMATED PROJECT COST	LOCATION	FINANCING SOUGHT	CAPACITY
EUR 129.58 million	**Nationwide, with rollout sequenced according to security conditions. Pilot: Niamey–Kouré–river corridor; crafts in Zinder, Maradi, and Tahoua. Phase 2: Aïr–Agadez, Diffa, and the east**	**Grants, concessional financing, PPPs, and private/diaspora investment** Development banks (World Bank, AfDB, IsDB, BOAD), climate and biodiversity funding windows, UNESCO, UN Tourism, ITC–Ethical Fashion Initiative, UNCDF, UNDP own resources, and national counterpart funding	**2 structured value chains; at least 3 certified craft value chains; several thousand jobs targeted**

Approximately EUR 129.21 million · amount in the official list of 30 F2IN 2026 priority projects. All monetary figures are in EUR. Converted estimates are indicative and rounded; source estimates may use different valuation bases.

Investment opportunity

World-class heritage: the last West African giraffes in Kouré, whose numbers have risen from around fifty to more than 600; Aïr–Ténéré and W National Park, both World Heritage sites; Agadez; the Dabous rock carvings; Cure Salée and Gerewol; and nearly 300 craft trades sustained mainly by women. Yet value is lost: tourism circuits lose margins downstream, and crafts sell at low prices without branding or provenance.

Ecotourism and crafts create rural jobs for women and young people with little capital and almost no imported content. Proven models in Namibia, Rwanda, Jordan, India, and ITC show that properly marketed heritage can finance its own conservation: the problem is market access, rather than demand.

AT A GLANCE

PROJECT SPONSOR	Government of Niger — Ministry of Tourism and Crafts
FINANCING STRUCTURE	Development banks (World Bank, AfDB, IsDB, BOAD), climate and biodiversity funding windows, UNESCO, UN Tourism, ITC–Ethical Fashion Initiative, UNCDF, UNDP own resources, and national counterpart funding
TARGET POPULATION	Rural women and young people (at least 60% women and at least 60% young people); neighboring communities; artisans across approximately 300 trades
REFERENCE	Project sheet submitted by the sponsor

PROJECT STATUS

– **Feasibility study** : To be conducted (strategic note at endorsement stage; indicative amounts and targets).

Objectives

Develop sustainable tourism and digital craft industries as two sources of employment for women and young people, retaining value in Niger and sequencing rollout according to security conditions.

- Manage both value chains as employment-generating industries with measurable results
- Place site management and revenue in community hands, with visitor income financing conservation
- Give artisans an identity through a registry, a brand through certification and geographical indications, a sales channel, and mobile payments
- Start with secure segments: domestic, AES, and diaspora markets and sites near Niamey, followed by the north

Components

1. Workstream A — Community-based ecotourism: conservation and revenue sharing (Kouré, Aïr–Ténéré, W), solar-powered ecolodges and local circuits, a high-value/low-volume model with a conservation fee, domestic, AES, and diaspora tourism, and guide standards and licensing
2. Workstream B — Digital craft industries: national artisan registry, labels and geographical indications, starting with the Agadez Cross; ‘Origine Niger’ marketplace with QR traceability; mobile money; export access (ITC, SAFEM); digital and design skills (UNIPOD)

Expected outcomes

Expected results (indicative 2029 targets)

- Several thousand direct and indirect jobs (main indicator), with at least 60% women and at least 60% young people
- Most artisans registered and operating an online store; 20–30% higher income from certified products
- At least 3 value chains protected by a label or geographical indication; revenue sharing operational at pilot sites

Strategic alignment

Pillar II, ‘Prosperity for All’ (Digitalization and Women-and-Youth accelerators), PRR 2025–2029, UNSDCF-Niger, UNESCO Conventions of 1972 and 2003, AES, and AfCFTA; SDGs 1, 5, 8, 12, and 15.

Breakdown by workstream (August 2026 strategic note, before the official amount was finalized)

WORKSTREAM	EUR
Workstream A — Community-based ecotourism (EUR 18.2–27.3 million)	22,867,352.59
Workstream B — Digital craft industries (EUR 10.92–18.2 million)	14,635,105.65
Skills, design, and professional development (EUR 4.55–8.19 million)	6,402,858.72
Management, data (INS/APTN), and employment monitoring (EUR 2.73–5.46 million)	4,116,123.47

Partnerships sought

Technical partners

UNDP (implementing agency), APTN and SAFEM, ITC–Ethical Fashion Initiative, UNESCO, UN Tourism, INS, UNIPOD, and OAPI/WIPO

Financial partners

World Bank, AfDB, IsDB, BOAD, climate and biodiversity funding windows, UNCDF, and private and diaspora investment

Government role

Ministry of Tourism and Crafts (lead), relevant ministries, governors, and local authorities (site committees)

Risks and mitigation

RISK	PLANNED MITIGATION
Insecurity in the north	Phased rollout; priority to Kouré, the river corridor, and domestic, AES, and diaspora markets
Excessive visitor numbers at fragile sites	High-value/low-volume model, quotas, fees, and ecological monitoring
Digital divide affecting women and rural populations	Local support; nondigital channels maintained
Counterfeiting of the Agadez Cross	Geographical indication (OAPI/WIPO) and QR traceability
Value captured by intermediaries	Direct sales and formally established revenue sharing

INVESTOR CONTACT

ANPIPS
(+227) 20 35 36 84
Email: service.courrier@anpips.ne
Website: www.anpips.ne

INVESTOR INTRODUCTIONS

ANPIPS is the single point of contact: it connects investors with the project sponsor and arranges B2B meetings at F2IN 2026.