



# NEW BARAKA

*Rehabilitation of a Slum  
Dakar, Senegal*



# EXECUTIVE SUMMARY

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New Baraka is a pilot project representing a new approach to slum rehabilitation

The aim of New Baraka is the complete reconstruction of a deprived slum district located in the heart of the Senegalese capital, Dakar. **The partners will demonstrate that slums in prime urban locations don't need to exist, and can be transformed into modern and livable neighborhoods, without a final net cost to the consortium.**

The works will lift Baraka's families out of poverty towards a better life and independence, moving them from shacks to mid-rise apartment blocks, and rehabilitate an urban area in Dakar.

This will vacate part of the land previously occupied by the slum. In a second stage, this open land will hold a private development for middle-income clients, allowing the sponsor to recover the investment for the homes donated to the slum dwellers. There is no final net cost, only a financial bridge.

The slum and its population get integrated into the surrounding area. Innovative income-generating activities, microfinance programs, women/youth empowerment, and vocational training developed by YOU Foundation will provide the necessary sustainability.



# UN SUSTAINABLE DEVELOPMENT GOALS



# SLUM REHABILITATION IN SENEGAL



## PROZEBID “Programme Sénégal Zéro Bidonville”

According to the United Nations:

- Senegal's urbanization rate has doubled in 50 years, from 23% in 1960 to more than 46% in 2018.
- This rapid and unplanned growth has caused a proliferation of slums.
- They are confronted, among others, with flood risk, climate change, insecurity and unemployment, especially young people and women.

The government launched the PROZEBID program to:

- Eradicate existing Senegalese slums in 2035.
- Prevent the creation of new slums.
- Improve the living conditions of more than 4,000,000 people, more than 500,000 households in slums before 2035.



**PROZEBID will contribute to social inclusion through economic empowerment of vulnerable groups (including women and youth) and territorial equity through targeted action on slums and new urban territories. Baraka is the first real step, at scale, which brings the government closer to this goal.**

# LOCATION

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# HISTORY OF THE BARAKA SLUM

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# HISTORY OF BARAKA SLUM

Since the 1970s the area of 15,000 square meters, which later became known as Baraka, has been home to poor families of Senegalese descent but also to refugees and migrants from across the region: Guinea, Cape Verde, Benin, Mali, Togo, Mauritania.

The population had no access to running water. The children were not allowed to attend the local public elementary school. There were no sanitary facilities leading to an atrocious health situation. Overall, life was marked by extreme hardship.



# HISTORY OF BARAKA SLUM

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In the 1990s, UNESCO Special Ambassador Ute-Henriette Ohoven joins forces with the foundations ENDA and HOPE'87 to bring basic water supply and electricity to the slum, and to build a school, kindergarten, community center, public toilets and a small health post. Mrs. Ohoven also financed women's commercial activities and vocational training programs. While these activities didn't lift the population from poverty, they improved earning capacity and in particular the ability to purchase more and healthier food. Through the direct involvement of subsequent Presidents of Senegal, Mrs. Ohoven was also able to protect the families from the continuous attacks of land speculators who attempted to expel the population.



In October 2015, the President of Senegal H.E. Macky Sall issued a decree declaring 9,200 square meters at Baraka of national interest, formally transferring ownership of the land to the State. In 2016, Mr. Samih Sawiris commits to fund and execute a comprehensive reconstruction of the entire slum. In 2017, the non-profit project company SOREBA (Société de Reconstruction de Baraka) negotiated a further extension of the land available for the Baraka project. A presidential decree in April 2017 unlocked the total land of 14,725 sqm, which was transferred to the project company SOREBA in August 2017. Works on 210 apartments in 11 buildings began in August 2018.



# THE PARTNERS

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## Project Sponsors

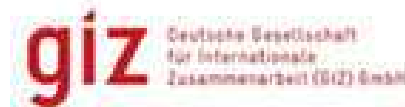
**Mr. SAMIH SAWIRIS**



## Project Management



Implemented by



Nouvelle Baraka is a pilot project representing a new approach to slum rehabilitation, conceived through a collaboration of various national and international partners, and with the government of Senegal

# THE CONCEPT

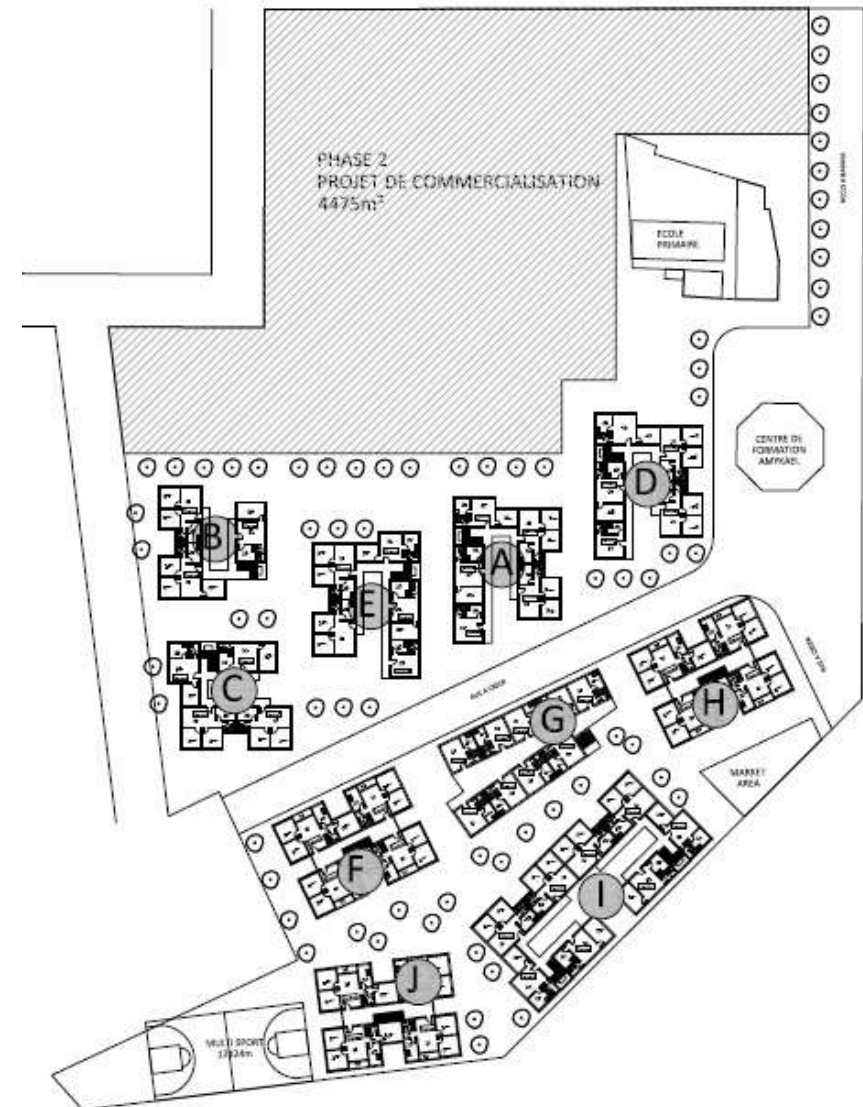
Slums do not need to exist and removing them can have a zero net cost.

The aim of New Baraka is the **complete reconstruction of a deprived slum district** located in the heart of the Senegalese capital, Dakar.

The partners will demonstrate that slums and impoverished areas in prime urban locations can be transformed into modern and livable neighborhoods, **without a final net cost to the consortium**. Two thirds of the slum land is used for free housing for the population (Phase 1). The remaining third is used to develop middle to higher income apartment for sale in the open market (Phase 2). The profits from Phase 2 offset the capital expense of delivering Phase 1.

Rehabilitate slum areas through:

- construction of modern houses
- water and electricity supply
- improvement of the living conditions
- marketplaces
- common areas
- new infrastructures



# THE CONCEPT



Transform Baraka into a modern neighborhood for Dakar

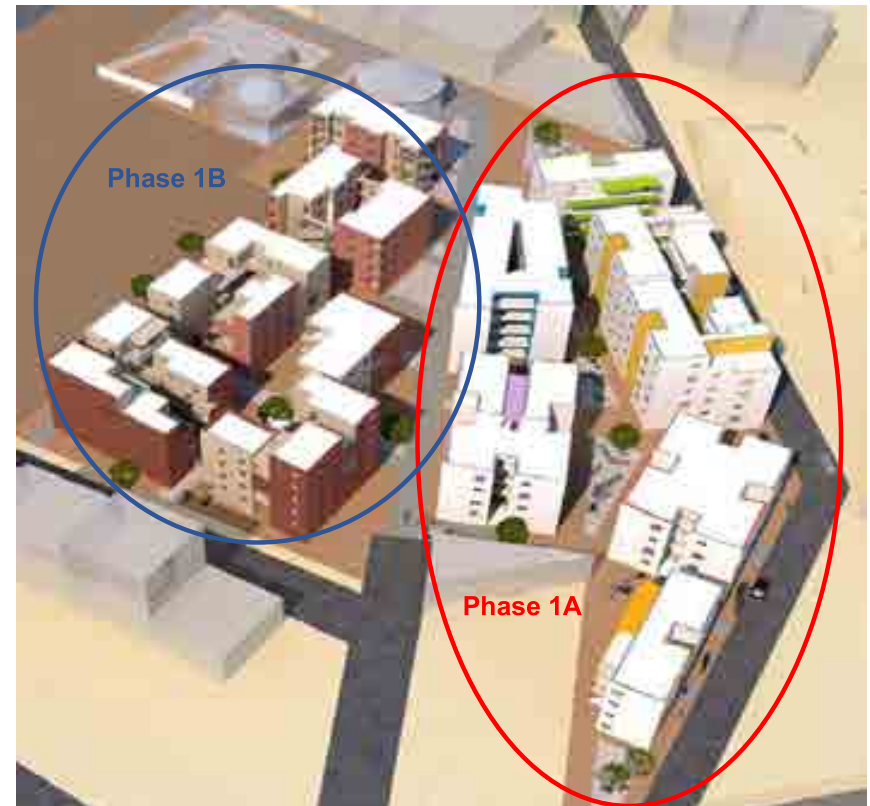
# PHASE 1 – GENERAL OVERVIEW

## Main features:

- August 2018 → Q4 2021
- 10,225 sqm
- 11 mid-rise buildings
- 210 apartments (one per family)
- School, kindergarten, community center, mosque, dental clinic, green spaces, over 47 shops owned and operated by residents, and all necessary services and infrastructure

## The apartments:

- Studios: 28.7sqm
- 1 bedroom: 37.7sqm
- 2 bedrooms: 49.2sqm
- 3 bedrooms: 56.7sqm



In order to avoid displacing the population of Baraka and to minimize disruption, **the project was divided into two stages**. Once the first phase is delivered and the families are relocated, the construction of the remaining 5 buildings will commence:

### • Phase 1A

- 6 Eastern buildings
- 130 apartments
- 990 residents
- 1 health center
- 350 sqm common areas
- May 2020

### • Phase 1B

- 5 Western buildings
- 80 apartments
- 610 residents
- Q4 2021

# PHASE 1 – MODEL APARTMENT

From concept...



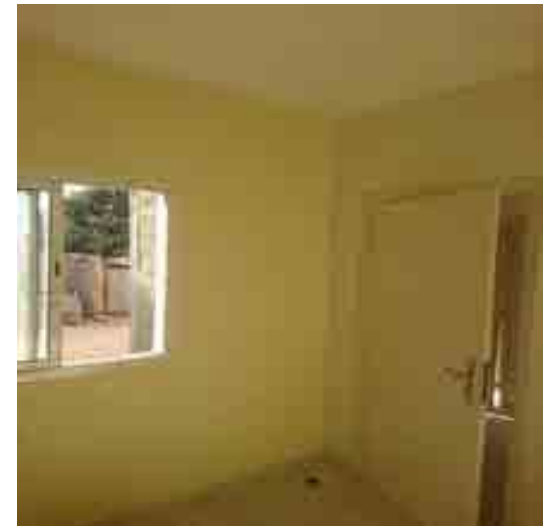
*Plan of a 3 bedrooms apartment*



*Plan of a studio apartment*

# PHASE 1 – MODEL APARTMENT

... To reality

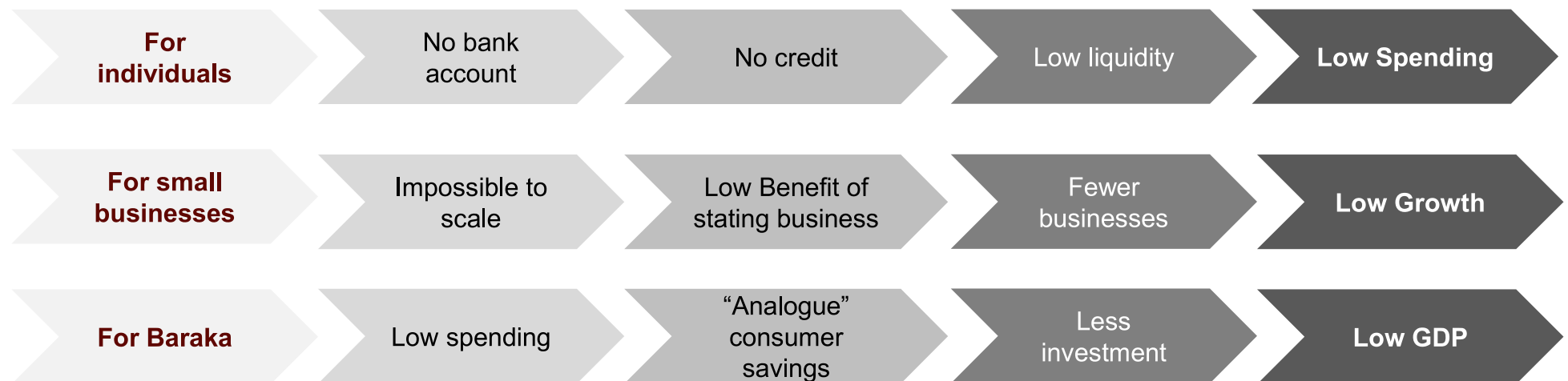


## PHASE 1 – COMMUNITY FEES

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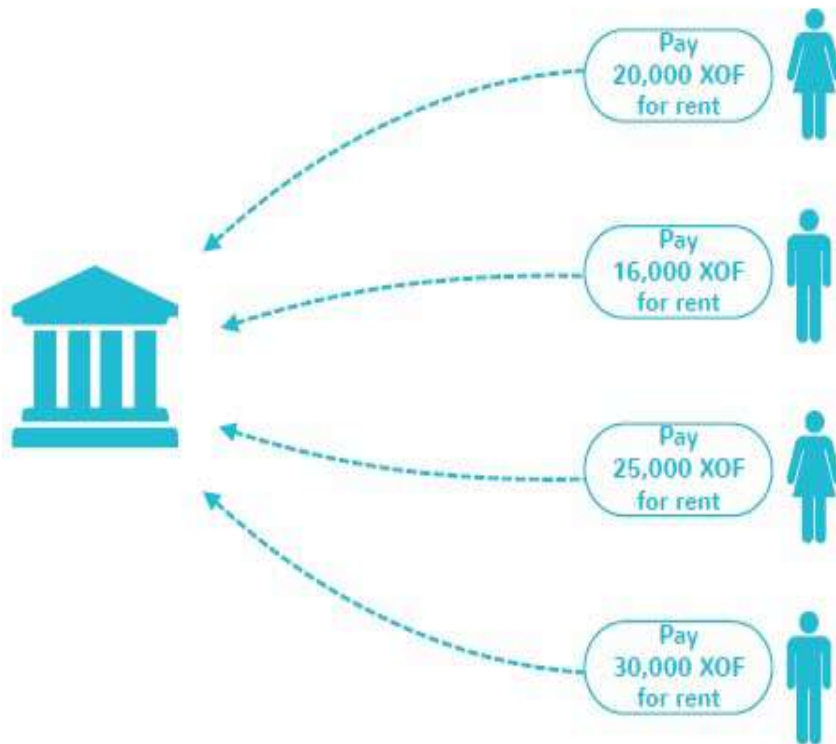
The 210 beneficiary families of the apartments pay **community fees between 14€ and 40€** per month, depending on the size of the apartments for 15 years. **Only then full title is transferred to them.** Without forcing a disciplined approach, supervised by the foundation, the homes would be sold or rented. The goal is to create an asset for the generations to come.

Today, **families have no access to a bank account**, which has a direct impact on the local population, their businesses and the economy in general.



## PHASE 1 – COMMUNITY FEES

Together with Datarella, a Munich-based technology company, the consortium developed a **secure, blockchain-based financial transactions program called RAA Y, which enables financial inclusion.**



- **First step**

For a start, RAA Y enables fast and secure micro-rent/community fee payments in Baraka. Each resident gets her own personal RAA Y account. Residents and Soreba have a full overview of individually executed and future transactions.

- **Future steps**

In the future, residents can use RAA Y for peer-to-peer payments; e.g. to purchase goods at a local shop.

- **Vision**

A local currency – the YOU COIN - could be created to enable completely cashless payment transactions in Baraka.

RAAY's basic version runs as payment and accounting system for United Nations.



## PHASE 1 – EMPOWER THE POPULATION TO GENERATE INCOME

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The project will also provide vocational skills training, mentoring, financial support through grants or micro-loans to residents to improve their micro-businesses and significantly increase their income. Access to education and training will also eventually allow residents to seek employment opportunities outside of the area. As a result **we will establish a sustainable micro economy through innovative job possibilities.**



*Expanding the existing primary school for a full school cycle in Baraka (all classes of primary school)*



*Innovative high-quality education*



*Vocational training, ICT & Empowerment*



*Building a dental station*

**The works will lift Baraka's families out of poverty towards a better life and independence.**

# PHASE 1 – EMPOWER THE POPULATION TO GENERATE INCOME

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- **Empowerment and self-help of craftsmen and micro-entrepreneurs' courses**

To contribute to the professionalization of artisans and to their integration into the Senegalese labor market

- courses conducted for each craft
- characteristics of quality work, quality assurance and control
- accounting skills, calculating the profit margin, cost reduction techniques
- introductory courses in computer science

- **Education, health and training in Baraka**

- state nurse assigned on a full-time basis to provide primary health care for the people
- advanced medical support for prenatal and postnatal care, family planning

- **Baraka IT Centre**

To introduce the population of Baraka to the advantages of technological innovations and ICT tools

- easy and low-cost access is available to acquire simple and comprehensible modules at their level
- local money transfer systems
- go-to training point for the craftsmen

- **“The Conciergerie”**

- safety, cleanliness and maintenance of the new Baraka City
- coordination with the public services
- ensure that tenants respect the house rules and do their duties

- **Construction and equipment of a kindergarten - early childhood education**

To improve quality early childhood education, their living conditions and the enrolment rates.

- **Blogger training Phase II**

- Provide valid and updated information regarding the development activities and the transformation process of this slum to a graceful living quarter
- Make this neighborhood visible to other potential partners for further funding

## PHASE 2 – OPEN MARKET

- Phase 2 will occupy the **remaining land** of 4,500 sqm in the Northwestern portion of the land.
- This plot is **now more valuable** due to the eradication of the slum.
- This open land will hold a private development for **middle-income clients** to be sold in the **open market**.
- The sales of the houses will allow the sponsors to **recover the investment for the homes donated to the slum dwellers**.
- **Any surplus will be invested for the benefit of the population of Baraka.**



No slum => More valuable plot => Sale of middle-income homes  
=> Recover the investment => Surplus for the population

# PROJECT IMPACT

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## Financial

- Reach financial break-even for investors
- Any profits deriving from the 2<sup>nd</sup> phase reverted into Baraka's population
- Foment civic and community engagement contributing to the area's preservation

## Socio-Economic

- Tenure-secured homes + increased sustainable income = build a better future for themselves and their community + contribute to the economy at large

## Health

- Reduce the incidence of diseases resulting from poor and unsanitary living conditions

## Environment

- Urban integration of the neighborhood, favoring a balanced environment of the city

## Corporate Social Responsibility

- The project will shift the paradigm of "giving" and propel large-scale investments in other areas and countries

# STATUS DECEMBER 2020



# LEAVING THE "OLD BARAKA"



# LEAVING THE "OLD BARAKA"

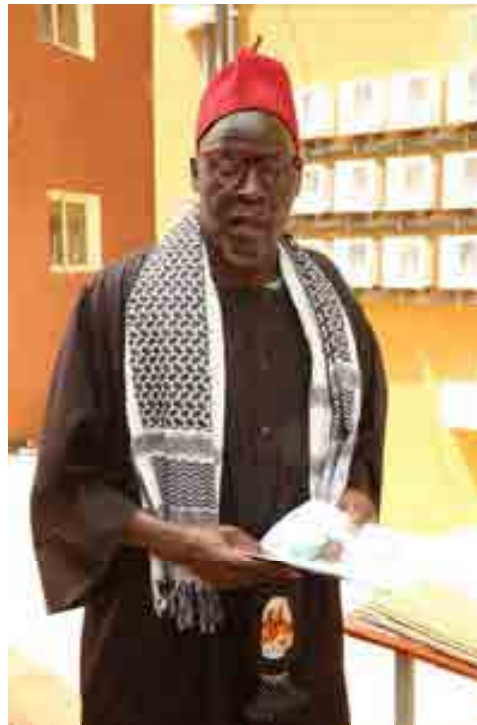


# HANDING OVER THE KEYS





# HANDING OVER THE KEYS



# HANDING OVER THE KEYS



# ARRIVING AT THE NEW HOME



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## ARRIVING AT THE NEW HOME

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# ARRIVING AT THE NEW HOME



# ARRIVING AT THE NEW HOME



# DEMOLITIONS FOR PHASE 1B – JUNE 2020





## ADDITIONAL 400SQM FOR THE POPULATION

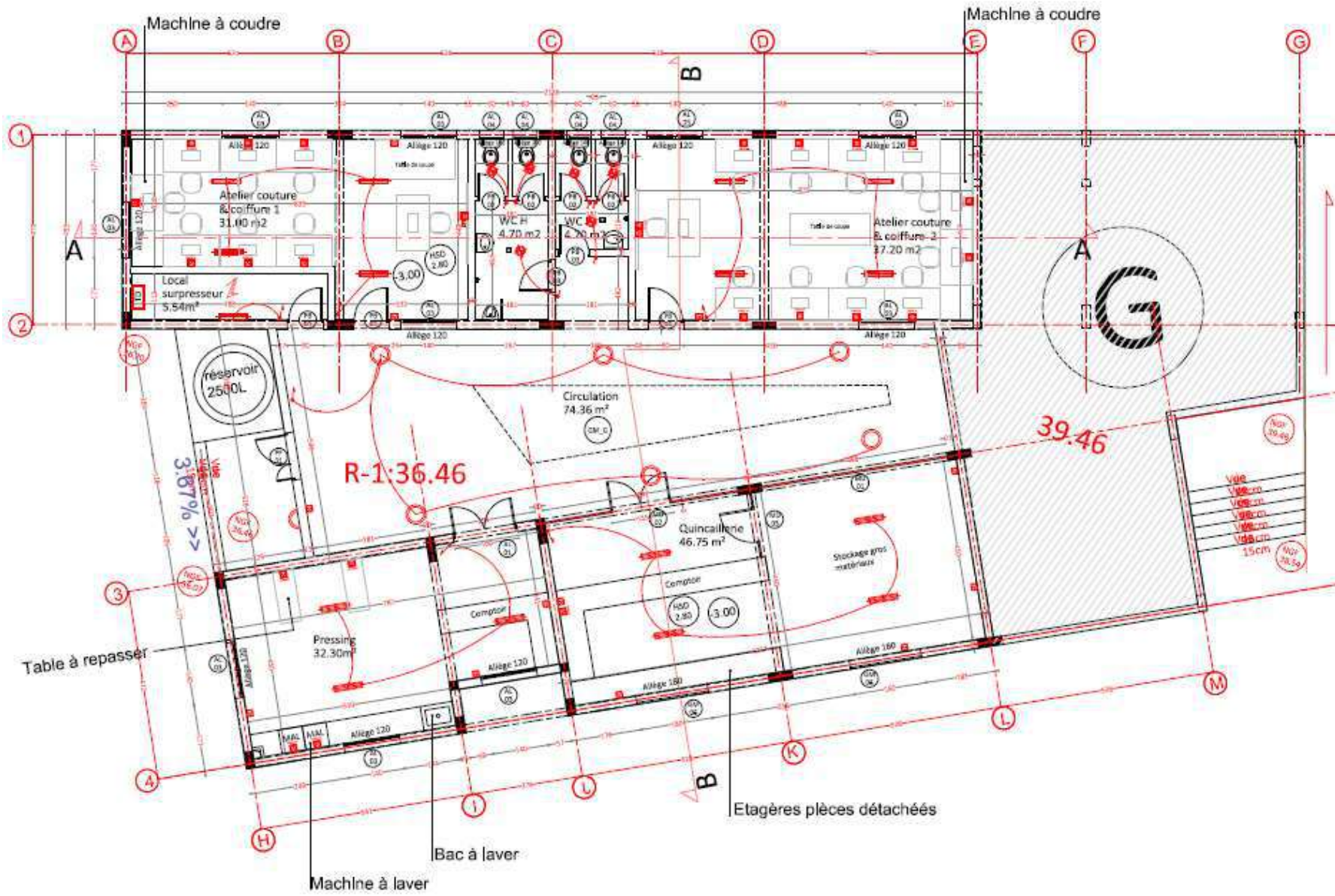
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The consortium optimized the architectural plans to take advantage of the significant natural slope of the land. This was an adjustment during the structural works, and allowed us extract more than 400 sqm of additional ground floor and basement areas in buildings G and I.

These spaces will benefit the population of Baraka for **social, educational and commercial activities**. The spaces include the community administration offices and have been designed with permaculture experts to use natural ventilation and vegetation in the courtyards to cool the higher levels of the buildings.



# ADDITIONAL 400SQM FOR THE POPULATION: BASEMENT G



## ADDITIONAL 400SQM FOR THE POPULATION: BASEMENT G

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## ADDITIONAL 400SQM FOR THE POPULATION: BASEMENT G



The new basement will host, among others:

- 2 Sewing workshop
- 1 Pressing room

## ADDITIONAL 400SQM FOR THE POPULATION: BASEMENT G

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Hardware store and large material storage area.

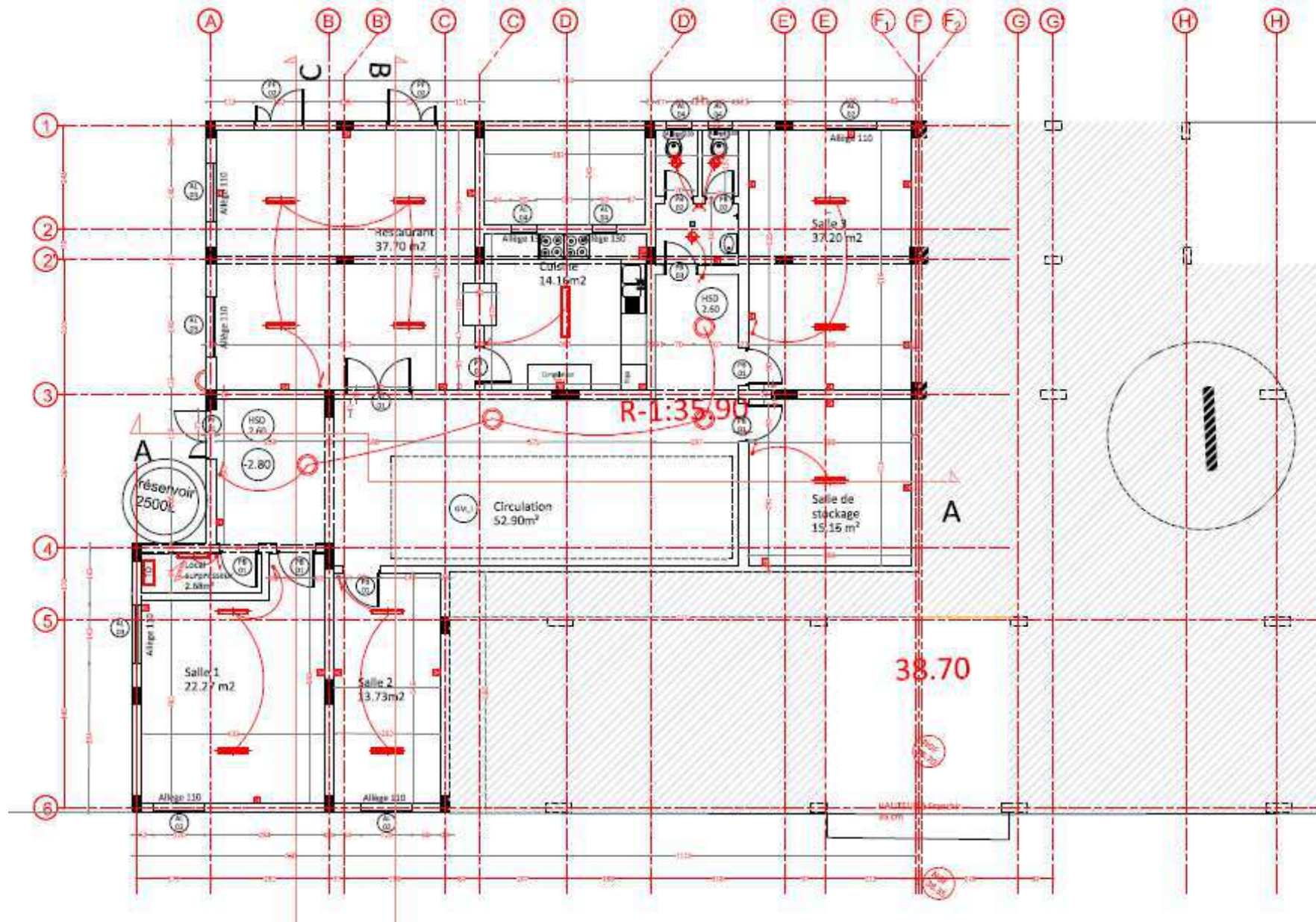
## ADDITIONAL 400SQM FOR THE POPULATION: BASEMENT G

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The new basement is also equipped with a toilet area for men and women.

# ADDITIONAL 400SQM FOR THE POPULATION: BASEMENT I



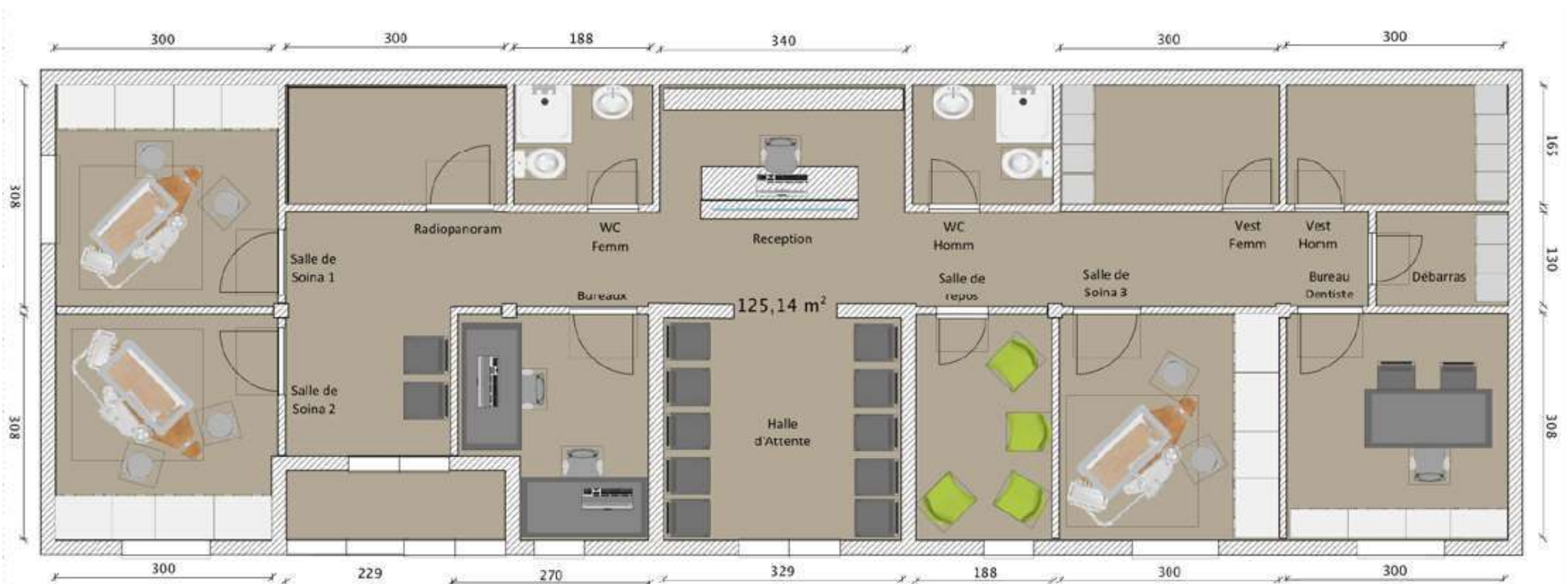
The works of the new basement in building I will begin in the coming weeks.

# DENTAL STUDIO

Ground floor of building H (125 sqm) is occupied by a dental studio to serve the needs of the population of Baraka.

It includes 3 dental rooms, offices, toilets and changing rooms for men and women and a restroom for the patients.

**A full equipped space to take care of the population of Baraka.**





# DENTAL STUDIO



Vue / situation local compresseurs



Vue / situation reception



Vue / situation bureau



Vue / situation receptionist



Vue / situation salle de soins



Vue / situation bureau dentiste

## BARAKA: COLOURFUL ART

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The Senegalese graffiti artist **Serigne Mansour Fall, MAD ZOO TRK**, has contributed with his creativity and colourful drawings to empower the population of Baraka.



# BARAKA: COLOURFUL ART



**Thank you for your support!**

