



PUNCH

Participation of Underrepresented Citizens in the
Valorization of Cultural Heritage



Louise RENARD

OWNER, Raphaël Concept

(MARTINICA, French West Indies)



Co-funded by the
Europe for Citizens Programme
of the European Union

Meetings with local stakeholders

1/ 2 afterworks to bring together the future entrepreneurs of tourism / networking.

2/ 1 training with the tourist office of Lamentin

3/ next afterwork in January 2020 with Mr. Davide Martin (expert in experiential tourism) and tourist actors Martinique



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Raphaël Concept Assignments

- Through experiential tourism and cultural events creation, enhance Martinicans tangible and intangible heritage : cultural, historical, natural, culinary, etc.



OUR CHALLENGES...

- 1st lucrative operator of cultural events in Martinique (Usually done by Non-profit organizations) :
Our heritage can generate economic wealth
- Our concepts combine cultural activity with a 100% lokal meal (values well-being through food)
- Ecoresponsible
- Committed (activist to preserve the traditional sector : fishing and agriculture, fighting against addictions
- Job creator (insertion of people away from employment)





art of ruins



EXAMPLE OF CONCEPT...

INTANGIBLE HERITAGE

- KOUT SENN : initiation to the purse seine, a traditional fishing technique based on mutual aid
- TANBOUSOUP : by night, on the beach, taste traditional soups to savor with an animation to the drum beats



Thanks for your attention



@Raphaël Concept

Louise RENARD 0696 01 31 08

raphaelconcept972@hotmail.com