

Africa's current development or a new colonial challenge? Innovative concept for profitable long-term business opportunities

Local cultural realities are not sufficiently taken into account in the current conceptualization of African development. The shaking of the foundations of African societies is a serious consequence. This is why the current concept of African development must be urgently revised if we want to ensure a better ecological, social, cultural and economic balance.

When we talk about Africa, we tend to confuse its development with its westernization, its productive consumption capacity and its industrialization. The European colonization of the 20th century triggering abrupt cultural, religious and economic changes further weakens the structural foundations of local populations. As a result, three main problems can be identified: the destruction of local cultures, renewed colonization and rapidly growing pollution.

Ethnocide: Westernization brings a deep and lasting shock to the cultural and social structures of the peoples concerned. It also leads to a growing loss of cultural, ecological and social values and treasures. And it is precisely these values that underlie the prosperity of all human societies. The problem is not westernization itself, but the difficulty of westernizing local cultures. This difficulty creates a mess with dramatic consequences.

Recolonization: in their industrialization of Africa, foreign or local investors become actors of development. Its activity leads to a certain dynamic of westernization both at the infrastructural and cultural level. We can therefore rightly call these actors the new settlers of Africa. Most of them are located in the African diaspora itself, unlike the settlers of the time, the new ones work without any prior ethnographic knowledge. The damage is already numerous for the local population.

Pollution: in societies which manifestly find it difficult to guarantee the structures which promote human rights and humanism (education, health, freedom, etc.) and which are undermined mainly by corruption, ecology does not is not a major concern. Industrialization takes place there almost without ecological rigor. During this type of development or even accelerated consumption, Africa quickly degraded on the ecological level by becoming a landfill for residues from other continents. Everything happens without a reliable concept of efficient waste management. You only have to look at the large quantities of plastic and other waste in African towns and villages.

However, in several African cultures, there are endogenous ideas of development which constitute a social ideal with the aim of achieving harmonization between Man and his biotope. Thus, it is fundamentally different from a development which is expressed in the capacity of Man to subjugate the earth and destroy its environment. While the current world and especially the industrialized countries put more and more emphasis on ecological balance, African cultures already offer us avant-garde solutions. By taking into account local realities and cultural wealth, we are able to promote real development in Africa as an archetype for future generations. This perspective of avant-garde development offers us already and already great business opportunities in Africa. The third part follows ...