

## GUIDELINES FOR APPLICATION TO BEST PRACTICE NOMINATION CALL **CULTURAL AND CREATIVE BEST PRACTICE IN THE SOUTHERN MEDITERRANEAN**

CREACT4MED – Creative Entrepreneurs ACTing FOR the future MEDiterranean (ENI/2019/412-505)

WP1 – MAPPING THE CCI ECOSYSTEM

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Coordinated by the Euro-Mediterranean Economists Association (EMEA)



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## About CREAT4MED

CREACT4MED is a project co-funded by the EU, which aims to strengthen businesses within the Cultural and Creative Industries (CCIs). It seeks to support entrepreneurs, start-ups and SMEs, create jobs, and foster sustainable economic growth in the Southern Mediterranean, with a particular focus on young people and women.

- **Project full name:** CReative Entrepreneurs ACTing FOR the future MEDiterranean
- **Grant agreement number:** ENI/2019/412-505
- **Project website:** [creativemediterranean.org](http://creativemediterranean.org)
- **Budget:** 2,220,675 EUR – funded by the EU Commission (90%)
- **Timeline of implementation:** 1<sup>st</sup> March 2020 – 31<sup>st</sup> August 2024

### CREACT4MED mission and goals:

- Boost CCI businesses and entrepreneurship in the Southern Mediterranean, increasing the capacity of CCI to attract investment, create jobs and foster inclusive economic growth.
- Empower current and potential entrepreneurs, in particular young people and women, to start or grow CCI businesses through tailored training and financing opportunities.
- Establish a regional CCI hub to bring together actors from North Africa, the Middle East and Europe, strengthening networking, exchanges and cooperation in the sector across the Mediterranean.

CREACT4MED is led by the Euro-Mediterranean Economists Association (EMEA). Project Partners are the European Institute of the Mediterranean (IEMED), the Union of Mediterranean Confederations of Enterprises (BUSINESSMED), the Institute of Entrepreneurship Development (IED), and Redstart Tunisia (REDSTART)

## Call for CCI Best Practice nominations

The first pillar of the CREAT4MED project is a comprehensive mapping exercise of the CCI ecosystem in the Southern Mediterranean countries. The aim of this exercise is to identify the key figures, actors, initiatives, cultural infrastructures, opportunities and obstacles in each of the target countries, with a view to uncovering and raising awareness of unexploited entrepreneurship and employment opportunities and developing appropriate support initiatives and policy recommendations.

As part of this activity, CREAT4MED is launching a call for nominations of Best Practice (BP) examples in cultural and creative entrepreneurship, ecosystem enablement and local and regional cooperation in the southern Mediterranean.

### 1. Objectives of the call

The overall objective of this call is to identify, engage with and promote examples of Best Practices (BP) that have the potential to boost CCI entrepreneurship and enhance sustainable and inclusive growth in the Mediterranean region.

The specific objectives of the call are:

1. To identify examples of BP in terms of cultural and creative entrepreneurship, ecosystem enablement and local and regional cooperation in the Southern Mediterranean.
2. To acknowledge and celebrate the examples of BP identified; engage with their promoters in events and trainings; and award a prize to the best example for each country during the final project event.
3. To facilitate access to knowledge and promote the use and replication of successful practices with applicability and transferability potential by creating a public data repository.

#### 1.1 Why apply to the call for Best Practices?

As the CREAT4MED project progresses, we have come across a large range of **Entrepreneurs, Ecosystem Enablers**, and **local and regional Cooperations** with outstanding and successful initiatives. The Call for Best Practices is the opportunity for local actors in the CCI to share their success stories, increase awareness about the CCI, gain visibility, and enter a network composed of diverse stakeholders from the sector.

The applicant entities selected as Best Practice examples by the team of evaluators will be included in a dissemination campaign developed by CREAT4MED partners involving all their communication channels and have a permanent space on the project's website.

Finally, the CREAT4MED partners and local experts will evaluate and choose one exemplary Best Practice per country, which will be awarded a monetary prize. The award will be announced at the CREAT4MED Final Conference in Summer 2024.

## 2. Definition and categories of Best Practice

We understand Best Practices as methods or processes that have been proven by experience or research to work reliably and effectively to reach a desired objective. The results of these practices should be tangible, and their impact measurable. Moreover, according to EMEA research<sup>1</sup>, an example of BP should be inclusive, economically and environmentally sustainable, innovative and efficient.

Given the diversity of processes in the cultural and creative industries, this call is open for examples of Best Practice (BP) on a broad range of **categories**<sup>2</sup>:



### a) Cultural and creative entrepreneurship

- Entrepreneurship in the CCI (viable business models, lasting operations, growing market)
- Inclusion of women and young people in creative and cultural projects
- Financial sustainability in the CCI
- Innovation in cultural and creative value chains
- Event organization (lasting operation, growing attendance)
- Social impact of a cultural or creative project in terms of social cohesion and wellbeing of individuals
- Stable job creation in the CCI

### b) Ecosystem enablement

- Facilitation and support of the CCI from local and regional authorities
- Facilitation and support of the CCI from NGOs and civil society organizations
- Advocacy for and mainstreaming of the importance of culture and creativity to public policy
- Awareness-raising of CCI as a viable career path among young people
- Effective adaptation of regional, national, or international CCI programs to local requirements
- Incubation, acceleration, and entrepreneurial support in the CCI
- Education programs and methods for professionalization in CCI

<sup>1</sup> Euro-Mediterranean Economists Association TRIS model for socio-economic development in the Mediterranean: <https://euomed-economists.org/activities/socio-economic-development/>

<sup>2</sup> This classification is builds on the model for CCI good practice collection developed under the INTERREG Central Europe project STIMULART. The process is publicly available at the project's website <https://www.interreg-central.eu/Content.Node/STIMULART.html>

- Sustainable and effective funding schemes to support the CCI

c) Local and regional cooperation

- Productive multi-disciplinary partnerships for strengthening the CCI
- Effective engagement of stakeholders in CCI initiatives at at local or regional scale
- Networks, projects and platforms to support cross-border collaboration in CCI

Nominators are encouraged to submit nominations for other practices with potential to enhance the achievability of CREAT4MED goals.

### 3. Eligible subsectors

The eligible subsectors under this call for nominations are:

- **Arts and culture:** cultural heritage, gastronomy, visual arts, performing arts, leisure and recreation (including cultural tourism), crafts
- **Design:** software, advertising, architecture, interior design, graphic design, industrial design, fashion
- **Media:** publishing, TV & radio, digital media, film and video, music, gaming

### 4. Applicant and Reference contact

#### 4.1 Applicant to the nomination of Best Practice

The applicant entity, leader of the best practice example should submit its application through the following [form](#), and ensure the quality, reliability, and objectivity of all the information provided.

#### 4.2 Reference

The applicant should provide at least one reference contact, detail the nature of its relationship with the “Reference Contact” and provide a valid email address of the former. The “Reference Contact” will be contacted by the CREAT4MED Technical Assistance team, he/she will receive a PDF version of the Best Practice Application and be asked to validate the information provided to the nomination. The “Reference Contact” will also be asked to deliver a short paragraph on the Best Practice Candidate and the reasoning for considering it a Best Practice.

The “Reference Contact” will be responsible for the validation and verification of the veracity of the information provided by the Best Practice applicant and may come from a variety of backgrounds, including:

- Local and regional authorities involved in CCI

- International organisations and initiatives working on CCI
- Incubators, accelerators, BSOs, NGOs, CSOs
- Education providers
- CREAT4MED project partners and associates
- Other experts and CCI professionals

## 5. Application process & Reward

In order to apply to the nomination of Best Practice, Applicants are invited to complete the BP Collection form available on the [embedded link](#), following the present guideline, also available on <https://creativemediterranean.org>.

The call for nominations of examples of Best Practice is open until **October 31<sup>st</sup>, 2023**.

Only completed applications filled in through [the online form](#) for Best Practice Nominations will be revised. All subsections are mandatory to complete except section 3. *Impact*, where at least 3 out of 7 subsections should be completed.

We highly recommend applicants to read through *Annex 1 “Guidelines to complete the Best Practice Collection Form”* of this document prior to filling in the online form in order to prepare the relevant answers to the different questions.

Applications will be evaluated by a group of local experts and a selection of the best applications will be given visibility through a tailored dissemination campaign involving different communication channels. Additionally, an online repository will be published and updated with at least 80 selected examples of Best Practice by the end of the project. Applicants will enter a networking hub composed of stakeholders from the CCI entrepreneurial ecosystem such as: NGOs, financing institutions, business support organizations, universities, and local experts in the Southern Mediterranean Region.

Finally, evaluators from each of the CREAT4MED Target Countries<sup>3</sup> country will select 3 Best Practice examples per country and, through a voting process open to the CREAT4MED Community, the Best Practices selected as most impactful in each target country will be awarded a monetary prize in acknowledgement of its contribution to boosting CCI entrepreneurship and enhancing sustainable and inclusive growth in the region.

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<sup>3</sup> List of Eligible countries: Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia

## 6. BP eligibility and selection criteria

In order to be eligible, BPs must be:

- Implemented in the Southern Mediterranean countries<sup>4</sup>
- Linked to the cultural and creative industries
- Proven by experience or research to work reliably and effectively

Building on the model for CCI good practice collection developed under the project STIMULART<sup>5</sup>, the following selection criteria have been defined:

- Economic significance (business sustainability, contribution to exports, economic impact, spillover effects on the economy)
- Replicability and upscaling potential
- Capacity to promote sustained, inclusive and sustainable economic growth, productive employment and decent work
- Contribution to inclusiveness (efforts to achieve gender equality and empower women and girls, efforts to ensure inclusive and equitable access to opportunities)
- Social impact and contribution to community development
- Innovativeness and level of digitalization
- Contribution to environmental sustainability

## 7. Outcomes

CREACT4MED aims to collect at least 150 examples of Best Practice. An online repository will be published and updated with at least 80 selected examples of Best Practice by the end of the project. Selected cases will be engaged and promoted in project activities and events. During the CREAT4MED's project final event in 2024, one example of best practice from each country will be awarded a prize in acknowledgement of its contribution to boosting CCI entrepreneurship and enhancing sustainable and inclusive growth in the region.

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<sup>4</sup> Details available at [https://ec.europa.eu/home-affairs/policies/international-affairs/collaboration-countries/southern-mediterranean\\_en](https://ec.europa.eu/home-affairs/policies/international-affairs/collaboration-countries/southern-mediterranean_en)

<sup>5</sup> From the program Interreg Central Europe - <https://www.interreg-central.eu/Content.Node/STIMULART.html>



## 8. Data protection

Personal data of the participants to this call shall be collected and processed, pursuant to the law in force. Personal data collected through the nomination documents and will be processed by CREAT4MED only for the purpose of participation to the call for nominations.

CREACT4MED may use a data processor, fully compliant with the principles of the GDPR and ensuring the safety and confidentiality of data. Personal data shall be kept, under the scope of the program, for a period of 7 years, after which they will be erased.

Nominators and nominees have the right to access to their personal data, right to rectification, right to erasure, right to restrict processing, right to data portability and the right to object. Any queries concerning the processing of their personal data shall be addressed to the Euro-Mediterranean Economists Association at [info@euromed-economists.org](mailto:info@euromed-economists.org)

## Annex 1 – Guidelines to complete the Best Practice Collection Form

### BEST PRACTICE (BP) GUIDELINES TO THE COLLECTION FORM

Find below an introduction to the question of the questionnaire. **Please provide answers to all applicable sections through the embedded form.**

**Mandatory sections are marked with an asterisk (\*).** In section 3 “Impact”, applicants are asked to provide detailed answers to at least 3 of the 7 sub-sections. Please make sure to respect the word count limit.

1. Basic info*	
Name & Last Name of the applicant	<i>Full Name of the responsible for the application</i>
Title of the Best Practice	<i>Name of the Best Practice entity</i>
Certificate of registration of the Applicant entity	<i>Note that the applicant to the Best Practice nomination does not need to be registered as a legal entity. However, in order to be eligible to receive the monetary award, the entity must be formally registered in one of the target countries (Egypt, Jordan, Lebanon, Morocco, Palestine or Tunisia).</i>  <i>If the answer is Yes, please send your certificate of registration by email to <a href="mailto:riccardo.deangeli@euromed-economists.org">riccardo.deangeli@euromed-economists.org</a> and copy <a href="mailto:creact4med@euromed-economists.org">creact4med@euromed-economists.org</a></i>
Website of the BP	<i>Website address of the Applicant's entity</i>
Country of the BP	<i>Country where the BP is implemented</i>
Subsector of the BP	<i>Subsector where the BP is implemented<sup>6</sup></i>
Category of the BP	<i>Category where the BP should be classified<sup>7</sup>. If none are applicable, please create a new category relevant to CREAT4MED objectives</i>
Year of establishment and duration	<i>Year of establishment of the Best Practice Applicant</i>
Target group of the BP	<i>Describe the beneficiaries, target or users of the BP (Max 150 words)</i>
2. Best Practice Characteristics	
Problem Statement	<i>The number one problem you identified and aimed to solve. (Max 150 words)</i>
Mission Statement & Value proposition	<i>An action-based statement that declares the purpose of your organisation and how you serve your customers/beneficiaries. (Max 300 words)</i>
Results and growth	<i>Describe the approach used to tackle the initial issue, leading to a successful outcome and to the BP. Provide at least 3 Key Performance Indicators and the results. Please be as specific as possible. (Max 300 words)</i>
Strategy to be financially sustainable	<i>What is your business model? How did you manage to be financially sustainable overtime? (Max 300 words)</i>

3. Impact (please complete at least 3 of the 7 sub-sections)	
<i>In this section, we want to understand the real impact of your Best Practice. This means being specific and providing us with figures.</i>	
Economic significance	<i>Provide details on the economic significance of the BP, including, if applicable:</i>

<sup>6</sup> List of eligible subsectors is available in the Call for Best Practice nominations (Section 3)

<sup>7</sup> List of categories is available in the Call for Best Practice nominations (Section 2)

	<ul style="list-style-type: none"> <li>- Annual turnover of the BP's operations/selling</li> <li>- Number of exports</li> <li>- Economic impact of the activity</li> <li>- Spillover effects on the economy</li> </ul> <p>(Max 300 words)</p>
Replicability and upscaling	<p>What is the replicability potential of the BP? What are the possibilities to adapt it to other settings and sectors? Which conditions should be met for that, and what adaptations are likely to have to be made? Can the BP be tried out on a small pilot scale prior to large-scale adoption? (Max 300 words)</p>
Employment generation	<p>Provide details on the BP's capacity to promote sustained, inclusive and sustainable economic growth, productive employment and decent work, including:</p> <ul style="list-style-type: none"> <li>- Number of jobs created</li> <li>- Number of professional opportunities for young people and women generated</li> </ul> <p>(Max 300 words)</p>
Inclusiveness	<p>Contribution to societal inclusiveness, such as:</p> <ul style="list-style-type: none"> <li>- Proportion of women involved in the implementation of the best practice</li> <li>- Efforts to achieve gender equality and empower women and girls</li> <li>- Proportion of young people involved in the implementation of the best practice</li> <li>- Presence of migrant workers involved in the implementation of the best practice</li> <li>- Efforts to ensure inclusive and equitable quality education for all</li> <li>- Location where the best practice is implemented: rural or urban</li> <li>- Participatory processes taking place under the BP</li> </ul> <p>(Max 300 words)</p>
Social impact	<p>Describe the BP's social impact, such as:</p> <ul style="list-style-type: none"> <li>- Community development</li> <li>- Valorization of cultural heritage</li> <li>- Reduction of inequality</li> <li>- Promotion of peaceful and inclusive societies</li> </ul> <p>(Max 300 words)</p>
Innovation	<p>Describe how the BP has made use of an innovation to come up with new solutions to address the challenges, for example:</p> <ul style="list-style-type: none"> <li>- Innovative business models</li> <li>- Use of state-of-the-art technology</li> <li>- Successful launch of innovative digital tools</li> <li>- Promotion of an enabling environment to encourage innovation</li> <li>- Establishment of innovative partnership structures</li> </ul> <p>(Max 300 words)</p>
Environmental sustainability	<p>Describe the BP's contribution to environmental sustainability, including details of any actions taken to:</p> <ul style="list-style-type: none"> <li>- Combat climate change and its impacts</li> <li>- Ensure sustainable consumption and production patterns</li> <li>- Ensure sustainable use of the oceans, seas, and marine resources</li> </ul> <p>(Max 300 words)</p>
<b>4. Challenges and lessons learned</b>	
Challenges	<p>Describe the challenges encountered by the different stakeholders involved in the implementation of the BP and how they were addressed (Max 200 words)</p>

Lessons learned	<i>Detail the main takeaways and lessons learnt for future implementation of the BP (Max 200 words)</i>
<b>5. Demographic information</b>	
Gender of the BP leader*	<i>(Note that this answer will not affect the evaluation of your Best Practice Nomination)</i>
Age group of the BP leader*	<i>(Note that this answer will not affect the evaluation of your Best Practice Nomination)</i>
<b>6. Reference contact information</b>	
Full Name of the contact of reference	<i>The name of a contact of reference*</i>
Nature of the relationship	<i>Please provide a short explanation of the relationship between your Best Practice and the contact of reference provided. (Max 50 words) *</i>
Affiliation of the contact of reference	<i>Please provide the name of the entity where your reference contact works at*</i>
Email address of the contact of reference	<i>Please provide a valid email address to contact the person of reference for his/her validation of your Best Practice Application*</i>