

## CREACT4MED Mapping: Best Practices

Application Number: BP\_15

1. Basic info*	
Email Address	jihene.arzaak@gmail.com
Title of the Best Practice	Arzaak
Name of the Applicant	Jihene Chouiref
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	www.arzaak.tn
Country	Tunisia;
Subsector	Arts and culture (cultural heritage, gastronomy, visual arts, performing arts, leisure and recreation, crafts);
Category	a) Cultural and creative entrepreneurship;
Year of establishment and duration	6/7/2023
Target group of the BP	Arzaak's target group primarily includes: Low-Educated or Uneducated Women: Arzaak focuses on women who have limited formal education or are uneducated, particularly those residing in rural and geographically disadvantaged areas where access to educational resources and employment opportunities may be limited. Craft and Creative Enthusiasts: Arzaak appeals to individuals, especially women, who have an interest in craft and creative fields such as handmade crafts and artisanal products. Economic Opportunity Seekers: Arzaak's target audience includes women seeking economic opportunities and financial independence through the development of practical skills in areas like crafts and creativity. Craft professionals looking to upgrade their skills .
2. Best Practice Characteristics	
Problem Statement	The creative and craft learning process has remained traditional and has been slow to fully embrace the potential of new technologies Resisting digitalization hinders aspiring artists an creators , denying access based on location, cost, or physical constraints.
Mission Statement & Value proposition	Revolutionize artisanal and creative learning in the Arab world by offering accessible, interactive, and high-quality online courses. Arzaak empowers women with limited educational opportunities by providing accessible, high-quality e-learning courses in craft and creativity. We offer a supportive learning community, fostering economic independence and personal growth, regardless of one's location or financial resources."
Results and growth	Arzaak's approach to tackling the initial issue of empowering low-educated or uneducated women through accessible e-learning has led to successful outcomes in several ways: Tailored Course Content: Arzaak's commitment to creating highly specialized and easily digestible course content has been a key driver of success. We design courses that cater to individuals with limited formal education, ensuring they can comprehend and apply the skills taught. This approach has resulted in a significant increase in course completion rates, with over 80% of enrolled participants successfully finishing their courses. Community Building: Arzaak has fostered a thriving online learning community. Our interactive platform encourages learners to connect with peers, share their creations, and collaborate on projects. This sense of

	<p>belonging and collaboration has led to increased engagement, with a 40% rise in user interactions within our online community over the past year.</p> <p><b>Economic Empowerment:</b> By collaborating with e-commerce platforms and facilitating the sale of trainees' crafts and products, Arzaak has made a substantial impact on participants' economic empowerment. We've observed a remarkable 60% increase in the number of trainees generating income through their craftwork within the first six months of course completion.</p> <p>These key performance indicators reflect Arzaak's commitment to addressing the initial issue effectively, ensuring that low-educated women can access valuable education, develop economic opportunities, and become active members of a supportive learning community.</p>
<p>Strategy to be financially sustainable</p>	<p>Arzaak's business model revolves around e-learning in craft and creative fields. The company generates revenue through subscription:</p> <p><b>Course Fees</b> between 10 \$ to 30\$ per course: Arzaak charges participants for access to its specialized e-learning courses.</p> <p><b>Partnerships:</b> Arzaak collaborates with e-commerce platforms, allowing course participants to sell their crafts and products. In return, Arzaak receives a fee for facilitating these sales, creating a mutually beneficial revenue stream.</p> <p><b>Future Expansion:</b> Arzaak's plans for expansion include developing a high-performance mobile application with advanced e-learning technologies. This expansion is expected to attract a wider audience and increase course enrollments, further enhancing revenue potential.</p> <p>To maintain financial sustainability over time, Arzaak has adopted several strategies:</p> <p><b>Affordability:</b> Arzaak offers its courses at accessible prices, ensuring that a broad range of individuals can participate. This affordability attracts a larger customer base and drives course enrollments.</p> <p><b>Community Building:</b> Arzaak fosters a strong sense of community among its learners. This community engagement not only enhances the learning experience but also encourages repeat enrollments, contributing to sustained revenue.</p> <p><b>Cost-Efficiency:</b> The company manages its operations efficiently, minimizing unnecessary costs while delivering high-quality education. This approach helps maximize profits and financial sustainability.</p>

**3. Impact (please complete at least 3 of the 6 sub-sections)**

<p>Economic significance</p>	<p><b>Annual Turnover:</b> Arzaak estimated turnover for 2023 is 10.000 Dollar, generated through course fees.</p> <p><b>Number of partnerships:</b> Arzaak's economic significance extends beyond domestic boundaries. Through partnerships with international e-commerce platforms, Arzaak has facilitated the matchmaking between our trainees and export agencies and e-commerce platforms . We have now 4 partners. This not only generates income for the trainees but also contributes to cross-border trade and economic growth.</p> <p>Since end of 2021 we reached +1600 online participants in which 99% are women looking to enhance their financial situations.</p>
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<p>Replicability and upscaling</p>	<p>Arzaak's business model exhibits a significant replicability potential and adaptability to various settings and sectors, provided certain conditions are met:</p> <p>Course Adaptation: Our course content can be adapted to suit different creative and vocational fields in the creative and craft disciplines .</p> <p>Localization: To adapt to other settings, courses and content can be localized to cater to the specific needs and cultural context of different regions. This will involve translating content, incorporating region-specific practices, and addressing local market demands.</p> <p>Partnerships: Building partnerships with local e-commerce platforms and organizations is essential to replicate the revenue generation model and promote economic opportunities for learners.</p> <p>Community Engagement: Creating a supportive online learning community is transferable to various sectors. The sense of belonging and collaboration can enhance the learning experience in different contexts.</p> <p>Pilot Testing: Before large-scale adoption, piloting the model on a smaller scale is advisable. This allows for testing adaptability, identifying potential challenges, and refining strategies based on real-world feedback.</p>
<p>Employment generation</p>	<p>Arzaak's business model actively contributes to sustained, inclusive, and sustainable economic growth and generates productive employment opportunities, particularly for young people and women. Here are the details:</p> <p>Jobs Created: Through partnerships with e-commerce platforms and by equipping women with valuable craft and creative skills, Arzaak will facilitate the creation of a significant number of jobs. Trainees who complete courses often engage in artisanal production and sales, either individually or through partnerships with local crafts businesses. This has led to the creation of hundreds of jobs within the regions Arzaak serves.</p> <p>Professional Opportunities for Young People: Arzaak's focus on providing accessible education and economic opportunities has been particularly beneficial for young people. Many young individuals, including women, who face limited employment prospects in rural areas have found professional opportunities in the creative and craft sectors. Arzaak's model offers them a pathway to enter the workforce and gain valuable experience.</p> <p>Empowering Women: Arzaak's primary target is low-educated and uneducated women, and its impact on women's economic empowerment is substantial. By acquiring skills through Arzaak's courses and selling their creations, these women not only generate income but also gain a sense of agency and self-reliance, contributing to gender equality and decent work. Arzaak's holistic approach to education and economic empowerment goes beyond creating jobs; it fosters a culture of entrepreneurship, creativity, and economic self-sufficiency. By offering professional opportunities to young people and women and promoting inclusive economic growth, Arzaak plays a crucial role in advancing sustainable development goals related to decent work and gender equality.</p>
<p>Inclusiveness</p>	<p>Arzaak's approach is deeply rooted in promoting societal inclusiveness, with a focus on involving vulnerable communities, particularly women, and</p>

	<p>young workers. Here's how Arzaak contributes to inclusiveness and where the best practice is implemented:</p> <p><b>Empowering Women:</b> Arzaak's primary objective is to empower women, especially those with limited educational opportunities. By offering accessible e-learning courses in craft and creativity, Arzaak equips women with practical skills that enable them to generate income independently. This economic empowerment contributes directly to gender equality, fostering a more inclusive society.</p> <p><b>Involvement of Vulnerable Communities:</b> Although Arzaak is implemented in urban area , our services targets women and artisans in both rural and urban areas, creating a sense of inclusiveness and bridging socio-economic gaps.</p> <p><b>Education for All:</b> Arzaak's commitment to education for all is evident in its approach to providing high-quality, affordable courses to women regardless of their educational background. By ensuring that course content is accessible and comprehensible to low-educated individuals, Arzaak enables women who may have been marginalized in traditional educational systems to access valuable learning opportunities.</p>
Social impact	<p>Arzaak's social impact is multifaceted and extends beyond economic empowerment, making notable contributions to community development, cultural heritage preservation, reduction of inequality, and the promotion of peaceful and inclusive societies:</p> <p><b>Community Development:</b> Arzaak actively contributes to community development by equipping women in rural areas with skills and resources to become entrepreneurs and income generators. As these women start their small businesses and become financially independent, they not only improve their own lives but also reinvest in their communities. They hire local labor, purchase materials from local suppliers, and contribute to the local economy, fostering overall community growth.</p> <p><b>Valorization of Cultural Heritage:</b> Arzaak plays a crucial role in preserving and promoting cultural heritage. By offering courses in traditional crafts and artistic practices, the platform ensures that these time-honored skills are passed down to future generations. This not only preserves cultural heritage but also provides a source of pride and identity for communities.</p> <p><b>Reduction of Inequality:</b> Arzaak directly addresses inequality by targeting women with limited education and economic opportunities. By providing them with accessible education and economic empowerment, Arzaak reduces gender-based inequality. Additionally, the economic opportunities created by Arzaak contribute to reducing income inequality within communities.</p> <p><b>Promotion of Peaceful and Inclusive Societies:</b> Arzaak fosters a sense of inclusion and belonging within its online learning community. This collaborative environment encourages individuals from diverse backgrounds to come together, share experiences, and learn from one another. By promoting such interactions, Arzaak contributes to the creation of more peaceful and inclusive societies where individuals from different walks of life can coexist harmoniously.</p>
Innovation	
Environmental sustainability	

**4. Challenges and lessons learned**

Challenges	<p>The implementation of Arzaak's business model has encountered challenges for various stakeholders:</p> <p><b>Learners:</b> Some learners, particularly those with limited digital literacy, faced initial challenges in navigating the online learning platform. To address this, Arzaak introduced user-friendly interfaces and provided basic digital literacy videos to help them use the platform.</p> <p><b>Instructors:</b> Instructors had to adapt to the online teaching format, which required a shift from traditional teaching methods. Arzaak provided training and support to instructors to enhance their online teaching skills, ensuring the quality of education delivered.</p> <p><b>Partners:</b> Collaborating with e-commerce platforms presented challenges in terms of logistics, product quality, and revenue-sharing agreements. Arzaak maintained open communication with partners, negotiated mutually beneficial terms, and provided guidance to learners in meeting product quality standards.</p> <p><b>Community:</b> Building a cohesive online learning community required efforts to foster engagement and support among learners. Arzaak introduced discussion forums, social media groups and peer-to-peer support initiatives to address this challenge.</p> <p><b>Financial Sustainability:</b> Ensuring long-term financial sustainability amid limited resources was a challenge. Arzaak diversified revenue sources through e-commerce partnerships and focused on cost-effective operations.</p>
Lessons learned	<p>The main takeaways and lessons learned from the implementation of Arzaak's business model provide valuable insights for future initiatives:</p> <p><b>Accessibility Is Key:</b> Making education accessible to underserved communities, such as low-educated women in rural areas, is a powerful way to drive empowerment and economic growth. Future initiatives should prioritize accessibility to bridge educational gaps.</p> <p><b>Innovation Drives Impact:</b> Innovations in business models, technology, and partnerships can lead to meaningful impact. Embracing new solutions and continuously seeking opportunities for improvement are crucial for our success.</p> <p><b>Community Building Matters:</b> Creating a supportive and engaging learning community fosters collaboration and enhances the overall educational experience. Building a sense of belonging among participants should be a core element of future initiatives.</p> <p><b>Localization and Cultural Sensitivity:</b> Adapting content and approaches to local contexts and cultural sensitivities is vital for acceptance and success, especially in diverse regions.</p>
<b>5. Demographic Information</b>	
Is the organization led by a woman?	Yes
What age is the lead of the organization?	Between 16 and 35 years old

