

## CREACT4MED Mapping: Best Practices

Application Number: BP\_17

1. Basic info*	
Email Address	yes.theatre@gmail.com
Title of the Best Practice	Puppets 4 Kids
Name of the Applicant	Abed Al Muhdi Tarrayrah
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	<a href="https://www.facebook.com/Yestheater">https://www.facebook.com/Yestheater</a>
Country	Palestine;
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	1/1/2016
Target group of the BP	Puppets4Kids is targeting primarily children and young youth in Palestine. Children's families, school teachers, and social workers in the same geographic area are the secondary target market.
2. Best Practice Characteristics	
Problem Statement	<p>Psychosocial health of children (88% of Palestinian children are traumatized and afflicted by fear).</p> <p>Restriction of movement (West Bank areas are divided into three areas and there are no geographical connections).</p> <p>Administrative Detention (human rights violation)</p> <p>Lack of basic services.</p> <p>Recreational activities for marginalized communities</p> <p>Employment and poverty rate (The unemployment rate is 27% and 26% of Palestinian people are living under the poverty line)</p> <p>More than 2,500 children within educated communities travel through at least one checkpoint per day to go to school – a situation that contributes to school dropouts and child labor.</p> <p>the number of classes offered is insufficient, which leads to overcrowding, teaching is of the poorest quality and the schools lack resources and materials.</p> <p>Early marriage.</p> <p>Bullying and Gender-based violence.</p> <p>Conflicts with law.</p> <p>Lack of specialists, qualified psychologists, and certified therapists in Palestine.</p> <p>There are no referral systems.</p>
Mission Statement & Value proposition	<p>Vision: Using the art of puppets to create a better life for Palestinian people.</p> <p>Mission: Puppets 4 Kids is a social enterprise that inspires, engages, entertains, trains, and challenges youth and children with the art of puppets. Puppets4Kids is based on a comprehensive puppetry program that contributes to:</p> <ul style="list-style-type: none"> <li>• Improve the psychosocial well-being of children and youth.</li> <li>• Empower rights-holders to know about, and claim their rights.</li> <li>• Create job opportunities for the unemployed youth.</li> <li>• Alleviate poverty and support low-income families.</li> </ul> <p>Overall objective:</p>

	<p>Create an enabling environment for the Palestinian youth so they can be self-dependent, contribute to the development of Palestine, and be an active participant in realizing social change.</p> <p>Specific Objective: Establish Yes Theatre as a key actor and role model in Creative Entrepreneurship and a specialized agency to inculcate entrepreneurial skills in the youth, to make youth self-employed, and to initiate drama, theatre, and creative projects.</p> <p>Value propositions:</p> <ol style="list-style-type: none"> <li>1. Reproduce the culture of theatre to the Palestinian communities.</li> <li>2. Enhances the well-being of the targeted groups.</li> <li>3. contribute to the improvement of the resilience of children and the whole society.</li> <li>4. Make a positive contribution to the Palestinian educational system.</li> </ol>
<p>Results and growth</p>	<p>Our activities have developed the personality, confidence, and trust of children according to observations of YT staff and the feedback of children themselves and their caregivers. It has strengthened their self-esteem and empowered them to become more active and voice their needs and demands. Female full participation during the activities was significantly important.</p> <p>Our activities provide the necessary setting for participant girls to interact and participate, which would be difficult otherwise. Shyness and fear clearly diminished among participant girls and they were able to positively express themselves; they were “outspoken and articulate” as observed during the workshops and performances. Our workshops and performances provided a means for expression, allowing children the opportunity to relate to others and deliver their ideas in an appropriate and convincing manner. Trainings and performances bring together children while providing a safe space where they can explore their interests; articulate their concerns, question society, and shed light on their problems. The following indicators clarify the growth and success that have been achieved in the last ten years:</p> <ul style="list-style-type: none"> <li>- More than 200000 children, teachers, and social workers benefitted from the Puppets 4 Kids' activities.</li> <li>- The revenues of the project exceed 500000 Euro through different streams.</li> <li>- The job opportunities that are created for young actors are 30.</li> </ul>
<p>Strategy to be financially sustainable</p>	<p>Throughout our analysis and work for the last 10 years, we found that it is important to continue delivering the services we are currently delivering and at the same time improve new services that will keep us promoting healthy psychosocial development for our final beneficiaries.</p> <p>Currently, Puppets4kids is providing comprehensive services. The following are our current services:</p> <ol style="list-style-type: none"> <li>1) Puppetry workshops for children, parents, and teachers.</li> <li>2) Animation workshops.</li> <li>3) Storytelling.</li> <li>4) Puppetry production and performances.</li> </ol> <p>These services are marketed through different channels such as social media, partnerships with international organizations, private schools, government schools, UNRWA and private sector.</p>

	<p>Puppets4Kids' expansion strategy in the upcoming years will allow us to provide new and unique services. The most important factor in developing future products is the target need. Our understanding of the needs in our target niche is one of our competitive advantages. The following are our future services:</p> <ol style="list-style-type: none"> <li>1) Drama therapy.</li> <li>2) Youtube Channel.</li> <li>3) Mobile Puppet:</li> </ol>
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**3. Impact (please complete at least 3 of the 6 sub-sections)**

Economic significance	<p>The annual turnover of the Puppets 4 Kids is 120,000. Euro. The number of services provided by the Puppets 4 Kids annually are: 200 performances 40 workshops.</p>
Replicability and upscaling	<p>After 10 years of success, we are moving from start-up to the scale-up stage. We are planning on making our work shared widely. In the social entrepreneurship literature, 'scaling' is often used to describe the growth of social ventures. In our case as a social enterprise, we're primarily thinking about how to increase the number of people who benefit from our services. This might mean, for example, replicating our experience in the last years in new areas and attracting more and new potential customers. This type of scaling is likely to involve increasing reach across a wider geographical area. Puppet4Kids is willing to scale up its impact through the following aspects:</p> <ol style="list-style-type: none"> <li>1. Maximizing the social impact of existing provision: Puppets4Kids will increase their social impact by ensuring that the activities currently undertaken maximize the benefit to the communities we serve.</li> <li>2. Diversification: Growth of social impact could also come about through diversifying into other services. This includes having a diverse range of services such as future services (Drama therapy, Youtube channel, and Mobilepuppets).</li> <li>3. In-house growth of existing Puppets4Kids services: Puppets4Kids can scale up by increasing the number of children using their services, through developing more activities such as sessions during school holidays. This type is a form of organic growth building on existing assets, staffing, and skills.</li> <li>4. Building The capacity of three additional teams: Puppets4Kids will develop the work and increase the social impact of its work by building the capacity of three additional teams who will pave the way to scale up our performances at the national level. After that, after studying the potentialities of the neighboring countries we are planning to build the capacity of two additional alternative teams in Jordan.</li> <li>5. Training and accredited courses: Puppets4Kids in cooperation with Yes Theatre and accredited will develop the key competencies of the Five alternative youth teams (Hebron team, Jerusalem team, Nablus team, and two teams in Jordan). The training programs and</li> </ol>

	<p>courses will develop key competencies in theatre, drama, and entrepreneurship.</p> <p>6. Networks established to share good practice: Knowledge exchange through networks can be informal as well as more formalized. Puppets4Kids will develop a network of providers interested in the art of puppets and its social impact. It will be jointly coordinated by an established annual Puppetry Festival and Establish puppetry exchange and support Palestinian-Global networks. In terms of scaling up impact, the number of individuals and organizations benefiting from networks can be substantial although the extent to which benefits from this transfer of knowledge translate into impacts on beneficiaries can be variable.</p>
Employment generation	<p>The Puppets 4 Kids created 20 job opportunities for 5 male young artists and 15 female young females. In addition, the projects created professional opportunities for more than 300 teachers, psychologists, and social workers (100 men and 200 women).</p>
Inclusiveness	<p>Our priority is to integrate a human rights-based approach (HRBA) in all its activities.</p> <p>Building the capacity of staff and beneficiaries to actively participate in decision-making is mainstreamed into the development of our products and services.</p> <p>The Puppets 4 Kids project involves the role of several actors and stakeholders, including Palestinian ministries of Education, international organizations, Camps Services Committees, UNRWA, CBOs, schoolteachers, social workers, parents, children and youth, civil society, and the public at large. Palestinian ministries and civil society are instrumental in the project implementation phases. CBOs are critical in implementing activities associated with workshops and performances. These organizations work hand in hand with us to increase participation in drama workshops and audience participation in rural and marginalized areas. The individuals represented in these CBOs are important decision-makers in their respective communities. They participate in consultations to increase knowledge and capacity to better address other issues such as gender equality, women empowerment, and girls' education. This coordination facilitates the successful implementation of our services. Consultations are also held with parents, children, women, and teachers, particularly the ones who live in the most marginalized areas such as refugee camps, Area C, main cities, and rural areas.</p>
Social impact	<p>The project creates a development pattern that is not based on a top-bottom approach. The project also creates an enabling environment for the Palestinian children and youth so they can be self-dependent, contribute to the development of Palestine, and be active participants in the development effort of a just and equal society. The improvement of the psychosocial well-being of children and youth is the final goal. They are able to accept others and contribute effectively to the overcoming process of their society's challenges. The project is a tool to create a responsible citizen who is engaged in everything that could make his/her life much better. There are a lot of cross-cutting issues that are integrated into the project services such as gender equality, inclusion, and the culture of</p>

	<p>peace. These issues are highlighted in the themes of the workshops and performances that we implement.</p>
<p>Innovation</p>	<p>The proposed project is based on the following innovative elements:</p> <p><b>Changing The Systems:</b> The project aims to challenge the systems that are imposed by the Occupation, religious leaders, tribes, and the Palestinian Authority. Systems are always designed and developed without any involvement of youth, especially young women. The project is a tool to motivate youth to find creative solutions for their own challenges and the mental health problems of the Palestinian children. It is also a way to amplify their voices as agents of change.</p> <p><b>Novelty:</b> Puppets 4 Kids employs the Design Thinking methodology in developing its interventions. It is a methodology used by change-makers to solve complex problems and find desirable solutions for affected people. The methodology is not problem-focused, it's solution-focused and action-oriented towards creating a preferred future. The methodology consists of 5 main steps: empathize, define, ideate, prototype, and test.</p> <p>There are a lot of local and international organizations that have some interventions in our targeted areas. These organizations use traditional tools that do not provide targeted communities with real solutions to their main challenges and problems.</p> <p><b>Adaptability:</b> This project aims at adapting and developing further a methodology based on the feedback and recommendations collected from various beneficiaries and stakeholders in the context of marginalized areas. The information collected provides guidance in the design and implementation strategy of the interventions in order to be fully adapted to the specific challenges and opportunities. This approach doesn't provide activities to implement in any context but rather a methodology on how to effectively adapt local organizations' (and other organizations') interventions in addressing sensitive issues and reaching children, youth, and women in a complex context.</p>
<p>Environmental sustainability</p>	<p>The project doesn't have a significant negative impact on the environment. However, the environment is one of the main themes highlighted in its activities. We believe that our interventions ease the tensions within the local communities. Peaceful and nonviolent communities have their own positive contribution to improving their environment. We produce puppet plays that include sustainable environmental issues in the context of most marginalized areas. Debates at the end of each performance are used to raise awareness about good environmental practices and the best ways to minimize negative effects on the environment. Climate change is always addressed in our workshops. Our puppets are produced from upcycled and recycled materials.</p>
<p><b>4. Challenges and lessons learned</b></p>	
<p>Challenges</p>	<p>Puppets4Kids is a social enterprise aiming for social impact, but there is no easy way to know how the market will receive any new service especially if it is a sensitive service such as drama therapy for example. Feedback from friends, surveys of potential customers, and focus groups are all useful techniques for helping to gauge market acceptance. However, nobody can know for sure whether people will spend money on your solution until you actually try to sell it in an appropriate way.</p>

	<p>Being the pioneer of using the art of puppets in the field of psychosocial well-being and entertainment can't prevent the comparators from copying our social enterprise model. Just because we are the pioneers doesn't mean they're not out to get us. In addition, there is no bespoke legal form in Palestine for social enterprises which recognizes their joint focus on impact and sustainability or profit.</p> <p>The wider socio-political context in Palestine is impacting the way the sector operates.</p> <p>It has been argued that there are currently too many under-funded art organizations operating close to breaking point both financially and operationally; and there is insufficient evidence to measure and evaluate the impact of the arts, it is difficult to determine whether international donors' money is being spent wisely or according to the Palestinian peoples' needs. Also, even if Puppet4Kids becomes an independent entity financially. It's not easy to raise money when you need it and Financial risks don't disappear once the business is up and running. A number of things can adversely affect the cash flows of operating ventures: Customers can default on our services. The cost of raw materials could skyrocket. A strengthening dollar can reduce the net profits from international customers (exchange rate risk),...Etc.</p>
Lessons learned	<p>Any puppet can encourage the quietest of children to start talking. Puppets can break down barriers and provide an effective means to initiate communication. The young child trusts the puppet and doesn't feel threatened by it, making it a perfect neutral medium through which they can discuss sensitive issues. The child can express thoughts, fears, and feelings through the puppet that might otherwise find difficult to voice to an adult. Puppets can assist children with special educational needs and disabilities. Puppets can motivate and support children with difficulties in communication and interaction. They can help to develop their social and motor skills and can meet the visual tactile, and emotional needs of the individual child. All puppets come to life as characters. They can portray different personalities and various traits and they cross all cultures. Puppets can share joy or sadness; they can be naughty or good, cheeky or shy; and when a puppet engages a child, they can learn lessons without even realizing it. Puppets are a great way to engage the attention and imagination of children of all ages. Using puppets in the childcare curriculum is an enjoyable way to promote children's learning of new skills and concepts. The benefits of using puppets include: increasing children's social skills, supporting children emotionally, and being a good tool to capture the attention of young children and children with disabilities.</p>
<b>5. Demographic Information</b>	
Is the organization led by a woman?	No
What age is the lead of the organization?	Between 16 and 35 years old

