

CREACT4MED Mapping: Best Practices

Application Number: BP_29

1. Basic info*	
Email Address	puppetsworldjo@gmail.com
Title of the Best Practice	Puppets World for Development of Children
Name of the Applicant	Rami Bader
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	https://www.facebook.com/PuppetsWorldJo
Country	Jordan;
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	1/26/2020
Target group of the BP	Beneficiaries : Children 4-12 years of age including refugees and disabled children. Target Groups: Preschoolers, Early Elementary School Children, Late Elementary School Children, Parents and Guardians, Teachers and Educators, Local Institutions (Schools, Libraries, Community Centers), Event Planners and Organizers, Online Audience and Cultural and Arts Organizations.
2. Best Practice Characteristics	
Problem Statement	<p>The establishment of Puppets World Company is driven by the necessity to offer children a dedicated and inclusive setting to engage with puppet shows spanning crucial themes: social, cultural, emotional, and environmental.</p> <p>This endeavor not only provides a platform for self-expression and the honing of theatrical skills through puppeteering and puppet making workshops but also places emphasis on fostering compassion. It stands as an inclusive haven for children from various cultural backgrounds, exemplifying Puppets World's unwavering commitment to cultural appreciation and inclusivity. Recognizing the absence of such a venture in Jordan, Puppets World Company aims to pioneer this innovative initiative, addressing a critical need in the community.</p> <p>Given Jordan's embrace of children from different nationalities and cultural backgrounds, the creation of Puppets World serves as a testament to the nation's dedication to fostering unity and understanding among its diverse youth population.</p>
Mission Statement & Value proposition	<p>Mission Statement: Puppets World is a pioneering international puppet theater based in Jordan, committed to nurturing the holistic development of children. Through our innovative mobile live puppet theatre, certified by the Ministry of Education, we strive to impart knowledge and cultivate a deep understanding of social, cultural, emotional, and environmental issues. Our inclusive productions, featuring a diverse cast of professional puppet characters, ensure that every child feels acknowledged, valued, and empowered. We believe in active engagement, encouraging young audiences to not only find joy but also glean meaningful educational insights from our performances, even allowing them to stage their own plays</p>

	<p>within our transformative space. With internationally certified puppeteers renowned for their expertise, we bring these remarkable stories to life.</p> <p>Value Proposition:</p> <p>Puppets World stands as a beacon of excellence, acknowledged globally for its exceptional contributions in the field of puppetry. Our commitment to inclusivity is exemplified by the recognition of over 20 nationalities in our performances, fostering a rich cultural tapestry. Engaging with 70,000 children attests to our dedication to entertaining and educating young minds, solidifying our reputation as a truly extraordinary institution. By prioritizing diversity among our beneficiaries, we create a welcoming and accessible space for children from all backgrounds. Moreover, as pioneers in inclusive plays translated into sign language, we ensure an immersive experience tailored to the needs of deaf children, reinforcing our status as a catalyst for positive social change. With our unprecedented eco puppet theatre initiative, we extend our vision towards nurturing environmental consciousness, championing sustainability for a brighter future in the Middle East.</p>
<p>Results and growth</p>	<ul style="list-style-type: none"> - Inclusive Program Design: The theater meticulously designed puppet shows encompassing social, cultural, emotional, and environmental themes. Each production was crafted to be both captivating and educationally enriching, tailored to resonate with children from diverse backgrounds. This approach ensured that inclusivity was embedded in every aspect of the performances. Puppets World has experienced exponential growth in its reach and influence. As the world's first puppet theater to present inclusive plays translated into sign language, the theater has set a new standard for accessibility, garnering widespread recognition. - Skill Development Workshops: Puppets World conducted puppeteering workshops led by internationally certified experts. These workshops provided children with hands-on experience, enabling them to express themselves creatively and develop their performance skills. This approach empowered the participants and contributed to the overall success of the initiative. - Diversity and Inclusivity Metrics: Puppets World monitored and evaluated key metrics to assess the effectiveness of its inclusivity efforts. Notably, 51% of beneficiaries were girls, 20% were disabled, and 19% were refugees. These metrics highlighted the initiative's success in creating an accessible and welcoming space for children from various backgrounds, validating the impact of the program. - Key Performance Indicators (KPIs) and Results: - Beneficiary Demographics (Gender, Disability, Refugee Status): Girls: 51% Disabled: 20% Refugees: 19% These metrics underscore the program's effectiveness in reaching a diverse audience and creating an inclusive environment. - Awards and Recognitions: 2022 Intercultural Achievement Award from Austria Best Script Award in the First Arab Puppet Theater 2023 These accolades reflect the industry-wide recognition of Puppets World's outstanding contributions and leadership in inclusive puppetry. - Environmental Impact: The ECO puppet theater initiative

	This initiative signifies Puppets World's commitment to environmental stewardship, setting a new standard for sustainable practices in the Middle East.
Strategy to be financially sustainable	<p>Deliver professional paid puppetry performances to esteemed private schools and kindergartens, offering engaging and educational experiences for young audiences.</p> <p>Collaborate on impactful projects with both local and international organizations, leveraging the power of puppetry to promote various educational and cultural initiatives.</p> <p>Extend our reach beyond borders by showcasing puppet shows in select countries across the Middle East, fostering cross-cultural exchange and enriching diverse communities.</p> <p>Strategically expand our offerings to include an online marketplace for high-quality puppets and puppet kits, providing a convenient and accessible resource for enthusiasts and educators in the near future.</p>

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

Economic significance	<p>Puppets World, has emerged as a significant economic player in the cultural and educational sectors.</p> <p>It has expanded its reach beyond national borders, engaging in cross-border activities with performances in various Middle Eastern countries. This international presence has facilitated exports of cultural products and expertise.</p> <p>The economic impact of Puppets World extends beyond direct revenues. The company has generated employment opportunities for skilled professionals, including puppeteers, storytellers, designers and workshop facilitators. Moreover, it has fostered collaborations with storytellers, designers, photographers and wranglers further stimulating the regional creative economy.</p> <p>In terms of cultural exchange, Puppets World's activities have facilitated intercultural dialogue and understanding. This aspect bears significance not only for economic gains but also for fostering social cohesion and global harmony.</p>
Replicability and upscaling	<p>The concept of a mobile puppet theater is highly adaptable to different settings, including urban and rural areas, educational institutions, community centers, and even special events. The inclusivity-focused program design can be tailored to cater to specific demographics, such as differently-abled individuals or specific cultural groups, ensuring relevance in diverse contexts. For successful replication, several conditions should be met.</p> <p>Firstly, a strong understanding of the local cultural, social, and educational landscape is essential to tailor the content and approach accordingly. Collaborations with local stakeholders, including schools, NGOs, and government bodies, are crucial to ensure seamless integration into the community. Additionally, access to skilled puppeteers and support staff, as well as resources for puppet production, is paramount.</p> <p>Pilot testing is recommended prior to large-scale adoption. By conducting a small-scale trial in a representative setting, Puppets World can assess feasibility, gather valuable feedback, and refine</p>

	<p>its approach. This iterative process enables the company to fine-tune its operations and outreach strategies, ensuring a smoother transition into broader implementation.</p> <p>Moreover, Puppets World's potential for upscaling is significant. By replicating its successful model and adapting it to various puppetry styles such as marionettes, hand puppets and arm puppets in addition to creating workshops for puppet making workshops and puppeteering workshops. Also, selling online products can diversify its offerings and increase its societal impact.</p>
Employment generation	<p>Puppets World has played a commendable role in promoting sustained, inclusive, and sustainable economic growth by generating substantial employment opportunities and fostering a diverse and inclusive work environment.</p> <p>The company has directly created a significant number of jobs, employing skilled professionals in various capacities. This includes puppeteers, storytellers, designers, workshop facilitators, administrative staff, and technical support personnel, contributing to the local workforce. The annual recruitment efforts have led to the creation of approximately 14 jobs between full time, part time and freelancers , making a notable impact on employment generation.</p>
Inclusiveness	<p>The company has been particularly proactive in creating opportunities for vulnerable communities. This includes providing professional opportunities for women, migrant workers, and young workers in various capacities, such as puppeteering, production, and workshop facilitation. By actively engaging and empowering these groups, Puppets World has contributed to greater social inclusiveness and economic empowerment.</p> <p>Efforts to achieve gender equality are evident in the company's recruitment practices, with a deliberate focus on providing equal opportunities for both women and men.</p> <p>Moreover, Puppets World places a strong emphasis on education for all. The company's puppet shows and workshops are designed to be accessible and educational for children from all backgrounds, regardless of their socio-economic status. By actively engaging with schools, kindergartens, and communities, Puppets World is contributing to a more inclusive educational landscape.</p> <p>Puppet World's exemplary approach to fostering societal inclusivity is systematically executed in diverse environments, encompassing both rural and urban settings. This approach actively engages marginalized communities, with particular emphasis on refugees and children with disabilities. Notably, Puppet World has pioneered programs tailored for deaf children, establishing itself as the global pioneer in the realm of puppet theater by offering sign-language interpreted puppet shows expressly designed for children. Additionally, the organization dedicates itself to the empowerment of women and girls, and fervently advocates for universal access to education. Through these multifaceted endeavors, Puppet World is effecting palpable change in the pursuit of a more inclusive and egalitarian society.</p>
Social impact	<p>- Community Development: The theater's innovative mobile puppet shows have become a focal point for community development. By addressing a wide range of social, cultural, and environmental issues, Puppets World actively engages children in transformative learning experiences. This not</p>

	<p>only provides entertainment but also fosters a deeper understanding of critical subjects, contributing to the intellectual growth of the community.</p> <ul style="list-style-type: none"> - Valorization of Cultural Heritage: The portrayal of diverse skin tones and disabilities in the puppet characters celebrates cultural diversity and promotes inclusivity. By embracing these elements, Puppets World not only showcases cultural richness but also affirms the value of every individual, regardless of their background or abilities. - Reduction of Inequality: The theater's dedication to inclusivity is evident in its beneficiary statistics. With a significant proportion of girls, disabled children, and refugees benefiting from its programs, Puppets World actively works to reduce societal inequalities. This commitment creates an environment where every child feels valued and empowered. - Promotion of Peaceful and Inclusive Societies: Puppets World's groundbreaking initiative to present inclusive plays in sign language for deaf children is a testament to its commitment to accessibility and inclusivity. This effort creates an immersive experience tailored to the needs of a marginalized community, furthering the cause of inclusivity and peaceful coexistence.
<p>Innovation</p>	<p>Puppets World has demonstrated a remarkable commitment to innovation in its efforts to address social, cultural, emotional and environmental challenges and enhance its impact.</p> <p>The introduction of a mobile live puppet theatre is a groundbreaking approach. This model directly brings puppet shows to various communities, including schools, kindergartens, and community centers. This innovative business model ensures that quality educational content that is approved by the Ministry of Education is accessible to children in diverse settings.</p> <p>Furthermore, the theater incorporates state-of-the-art technology into its performances. Internationally certified puppeteers utilize cutting-edge techniques to bring puppet characters to life, creating an engaging and immersive experience for the audience. This integration of technology elevates the quality and effectiveness of the shows, making them more educational and captivating.</p> <p>Puppets World has also embraced digital tools, successfully utilizing social media channels. This strategy expands the theater's reach and allows for the sharing of educational resources, furthering the goal of fostering understanding among children on various important topics.</p> <p>In addition, Puppets World actively engages in collaborative efforts with both local and international organizations. These partnerships facilitate the exchange of ideas, resources, and expertise, enabling the theater to continuously improve and enhance its programs. Through the establishment of innovative partnership structures, Puppets World leverages collective strengths to create a more impactful and sustainable model.</p>
<p>Environmental sustainability</p>	<p>The development of the ECO puppet theater initiative is a pioneering effort in the Middle East. By dedicating itself to nurturing environmental consciousness among children, Puppets World stands as a paragon of environmental stewardship. This initiative not only educates children about environmental issues but also inspires them to take meaningful positive actions towards combating climate change. By instilling a sense of</p>

	responsibility towards the environment from a young age, Puppets World plays a vital role in shaping future environmental advocates.
4. Challenges and lessons learned	
Challenges	<ul style="list-style-type: none"> - Logistical Challenges for Performers and Crew: Traveling with a mobile puppet theater and coordinating performances in diverse settings presented logistical challenges for the puppeteers and crew. These challenges were addressed through meticulous planning and coordination. - Accessibility for Disabled Children: While Puppets World has made commendable efforts to be inclusive, there might still be challenges in ensuring full accessibility for disabled children. Puppets World could work closely with disability experts to conduct accessibility assessments and implement necessary accommodations. - Cultural Sensitivity and Understanding: Presenting shows that embrace diverse skin tones and disabilities required a nuanced understanding of cultural nuances. It's possible that there were challenges in accurately representing various cultures and disabilities. To address this, Puppets World could collaborate with cultural experts and disability advocates to ensure authentic representation and avoid unintentional stereotypes.
Lessons learned	<ul style="list-style-type: none"> - Inclusivity Requires Continuous Adaptation: Embracing inclusivity demands ongoing efforts to address the diverse needs of children. Regular consultations with experts and stakeholders are crucial to ensure that every child feels seen, heard, and empowered. - Collaboration Amplifies Impact: Partnerships with local and international organizations have been instrumental in expanding reach and influence. - Innovation Fuels Accessibility: The use of a mobile live puppet theater and incorporating sign language in performances have been game-changers for accessibility. Investing in innovative approaches and technologies can significantly enhance the impact. - Environmental Stewardship is a Cornerstone: The success of the eco puppet theater highlights the importance of instilling environmental consciousness from a young age. Prioritizing sustainable practices and materials not only benefits the environment but also educates future generations on responsible stewardship. - Cultural Sensitivity is Paramount: Ensuring accurate and respectful representation of diverse cultures and disabilities is essential. Seeking guidance from cultural experts and disability advocates is crucial.
5. Demographic Information	
Is the organization led by a woman?	67% Man & 33% Woman
What age is the lead of the organization?	Between 16 and 35 years old

