

CREACT4MED Mapping: Best Practices

Application Number: BP_30

1. Basic Information	
Email Address	israa.ibrahim@filmydesign.com
Title of the Best Practice	Film My Design
Name of the Applicant	Israa Mahmoud Ibrahim
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	www.filmydesign.com
Country	Egypt;
Subsector	Media (publishing, TV & radio, digital media, film and video, music); Design Film Festival;
Category	a) Cultural and creative entrepreneurship;
Year of establishment and duration	17/09/2018
Target group of the BP	FMD targets those who are excited, curious, and interested in design, architecture, urban planning, art, and/or filmmaking. Target groups include emerging designers, artists, and filmmakers by supporting and shedding light on talented university design, art, architecture and film students, recent graduates, and those that are just starting their careers in the creative fields. Artisans are also targeted to promote, celebrate and revive traditional skills, crafts, and practitioners engaged in glassblowing, metalwork, woodwork, pottery, textiles, etc. Finally, FMD aims to celebrate established designers, artists, architects and filmmakers who have inspiring success stories and practices to share with the public.
1.	
Problem Statement	The primary problem that FMD aims to address is the lack of documentation of the work of Egypt's design, architecture, and art scenes. The film festival recognizes the need to raise awareness about the essence of design and architectural practices by utilizing film as a medium. FMD focuses on highlighting the various stages of the creative process through a diverse range of genres, including feature films, short films, animation, and visual art films. By doing so, FMD seeks to bridge the gap and foster a deeper understanding and appreciation for design and creativity in Egypt. The festival serves as a platform to promote dialogue, education, and inspiration within the design and film community, ultimately contributing to the growth and advancement of Egypt's creative scenes.
Mission Statement & Value proposition	Film My Design (FMD) bridges the gap between design and filmography, celebrating and promoting creativity within the design and film communities. Through film screenings, exhibitions, talks, masterclasses, workshops, and educational tours, our mission is to inspire, educate, and foster collaboration in the global creative landscape. We provide a platform for designers, architects and filmmakers, connecting local and international talent and promoting cross-cultural dialogue. Our value proposition includes: Creative Intersection: FMD explores the dynamic intersection of design and film, offering a fresh and innovative approach to appreciating both disciplines. By curating film screenings, exhibitions, and masterclasses, we inspire creativity and encourage new perspectives.

	<p>Cultural Exchange and Collaboration: We facilitate a cultural exchange by bringing together designers, architects and filmmakers from diverse backgrounds. Through partnerships and collaborations, FMD creates opportunities for networking, learning, and cross-cultural dialogue, celebrating the richness of global design practices.</p> <p>Inspiration and Education: FMD provides a platform for inspiration and education within the creative community. Alongside film screenings, we offer masterclasses and workshops led by industry experts. These opportunities deepen knowledge, enhance skills, and provide valuable insights into the creative process. Educational Tours: FMD organizes immersive educational tours for emerging creatives and design enthusiasts. Participants explore design and architecture-centric locations and historical sites, visit studios, and engage with experts, gaining practical knowledge and exposure to real-world creative practices.</p> <p>Cultural Impact and Appreciation: FMD expands society's exposure to the transformative power of design and film. By promoting cultural enrichment, celebrating outstanding ideas, and fostering collaborations, we contribute to the appreciation and understanding of design's impact on our environment, culture, and society.</p>
<p>Results and growth</p>	<p>To address the initial challenge of bridging the gap between design and filmography and ensuring the success of Film My Design (FMD), we implemented a strategic approach that emphasized collaboration, outreach, new programming, engagement with various communities and regions, and continuous improvement. This approach has led to significant growth and established FMD as a leading example in promoting the fusion of design and film. Here are three key performance indicators and their corresponding results:</p> <p>1. Increased Participation and Engagement: Over the past years, FMD has witnessed a substantial increase in attendance and participation. The number of attendees at film screenings, exhibitions, talks, masterclasses, workshops, and educational tours has grown by 50%. This growth reflects a rising interest in the unique combination of design and film offered by FMD, highlighting the effectiveness of our outreach initiatives in engaging the design community.</p> <p>2. Collaborative Partnerships: FMD has successfully formed partnerships with prominent local and international design and film organizations. These partnerships have led to collaborative projects, shared resources, and increased exposure for FMD. We have organized over 55 film screenings on design, architecture, and city life, featuring more than 75 local and international speakers. We have hosted 45+ talks, panel discussions, and Q&A sessions, and showcased the work of over 10 local designers in an exhibition. FMD has curated 15+ events locally and internationally, partnered with prestigious international film festivals; Milano Design Film Festival and The Architecture & Design Film Festival in New York. Attracted over 2,000 attendees, and supported emerging designers and filmmakers through awards. We have also received support from 35+ sponsors, partners, and media coverage.</p> <p>3. Positive Feedback and Recognition: FMD has received overwhelmingly positive feedback from participants, industry professionals, and media outlets. Participants have praised the quality of our events, the educational value of our film screenings, talks and workshops, and the cultural exchange facilitated by FMD. Additionally, multiple media outlets have featured FMD in their publications, recognizing it as a leading example in promoting the convergence of design and filmography. You can find some of the press articles highlighting our achievements at this link: www.filmydesign.com/press</p>

	<p>4. Women in Design: We have screened over 10+ films that highlight the work and perspectives of women in the design, architecture, and urban life industries. These films aim to inspire, educate and empower the creative attendees. Additionally, we have actively engaged with women in these fields through events and festivals by FMD. We have invited over 30+ women to participate in discussions, film screenings and presentations. These opportunities enable them to share their knowledge, educate attendees about social impact, and provide mentorship to aspiring professionals. Our goal is to foster a supportive community and contribute to the growth and development of women in these industries.</p>
<p>Strategy to be financially sustainable</p>	<p>FMD has implemented a business model that combines various revenue streams and strategic financial management to ensure long-term financial sustainability. Here is an overview of our business model and how we continuously strive to achieve financial sustainability over time.</p> <p>Ticket Sales: FMD generates revenue through ticket sales for workshops, events and festivals.</p> <p>Fundraising and Sponsorship: We actively seek fundraising opportunities, such as grants, sponsorships, and partnerships. We have dedicated team members who cultivate relationships with potential funders and sponsors to generate financial support for our initiatives.</p> <p>Curated Programs: We offer a wide range of curated film programs, both locally and internationally, designed to cater to specific audiences. Our expertise in curating programs has led event organizers locally and internationally to commission us for their design and film events. Please review our curated programs through these links and also through our website: https://www.filmydesign.com/cairo-photo-week https://www.filmydesign.com/enter-through-the-balcony https://www.filmydesign.com/design-waves https://www.filmydesign.com/italian-design-days, https://www.filmydesign.com/cairo-design-week</p> <p>Film My Design Productions: We are currently working on commercial ad services for design organizations, which will provide an additional source of revenue. This includes creating and producing high-quality commercial ads promoting the services, products, or events of design organizations.</p> <p>Online Short Series: We are currently curating an online short series about designers in Egypt, which creates opportunities for sponsorship and advertising. By collaborating with local designers and showcasing their work, we attract potential sponsors who want to reach the design community.</p> <p>Strategic Financial Management: Budgeting and Financial Planning: We create comprehensive budgets and financial plans that align with our goals and revenue projections yearly and per program/event and festival. This enables us to allocate resources effectively and make informed financial decisions.</p> <p>Cost Optimization: We regularly review our expenses and optimize costs without compromising the quality of our events and festivals. This includes careful resource allocation and seeking cost-effective solutions.</p>

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

<p>Economic significance</p>	<p>Annual Turnover: FMD's operations generate a moderate annual turnover through its diversified revenue streams. It encompasses ticket sales, commissioned curated film programs, sponsorships and grants. The turnover reflects the financial activity and contribution of FMD to the local economy.</p> <p>Exports: While FMD focuses primarily on the local market, we have expanded our operations to include international activations. We collaborate with over 10+ international entities to curate film programs tailored to their target audience, ensuring the inclusion of our local designers and filmmakers. This involvement allows us to showcase their films and provide them with the opportunity to be esteemed guest speakers. To bring more than 30+ international films to our local audience in Egypt, we engage in thorough research and establish connections with more than 10+ international film festivals, producers, and distributors. Through these efforts, we select and screen international films to enrich the cinematic experiences of our local community.</p> <p>Economic Impact: FMD's activities have a significant economic impact on various fronts. Firstly, it stimulates economic activity through the employment of staff and engagement with suppliers, vendors, and local businesses. FMD's operations require services and resources such as venue rentals, technical equipment, marketing materials, and event management, creating a ripple effect in the local economy.</p> <p>Spillover Effects: FMD's activities can generate spillover effects on the economy, particularly in the creative and cultural sectors. By showcasing local designers, artists, and filmmakers. By promoting their work which contributes to their recognition and market visibility. This leads to increased opportunities and collaborations for these creative professionals, benefiting the broader creative ecosystem.</p> <p>Furthermore, FMD's events and programs attract audiences, both local and international, who contribute to the local economy through accommodation, dining, transportation, and other related expenses. This influx of visitors can have a positive impact on the hospitality, tourism, and service sectors, generating additional economic activity.</p>
<p>Replicability and upscaling</p>	<p>n/a</p>
<p>Employment generation</p>	<p>Job Creation: We have given different job roles opportunities in the year of 2024 Created 5 new jobs across various roles and levels within our organization.</p> <ul style="list-style-type: none"> --- Programs Manager --- Festival Coordinator --- Accountant — Operations Coordinator — Business Developer

	<ul style="list-style-type: none"> - Contributed to local economic growth and development through increased employment opportunities. <p>Professional Opportunities for Young People:</p> <ul style="list-style-type: none"> - Offered internships, and mentorship programs to empower and support young individuals. - Provided hands-on experience and training to equip them with valuable skills for successful careers. - Played a role in nurturing a skilled workforce and fostering talent in the community. <p>Professional Opportunities for Women:</p> <ul style="list-style-type: none"> - Prioritized gender equality by actively hiring and promoting talented women professionals. - Ensured equal opportunities for career growth and advancement within our organization. - Implemented policies and initiatives to support work-life balance and create an inclusive workplace culture. We have implemented a Hybrid work structure. <p>Collaboration and Partnerships:</p> <ul style="list-style-type: none"> - Formed collaborations with local educational institutions, and organizations. - Worked with several young adult freelancers in the field of Graphic Design, Videography and Photography.
<p>Inclusiveness</p>	<p>FMD's commitment to inclusiveness is exemplified through the FMD Summer Programs in 2022 and 2023. This program aims to engage communities in various governorates, both rural and urban, and promote inclusivity through the following efforts:</p> <p>https://www.filmydesign.com/summer-of-sunscreenings, https://www.filmydesign.com/2023-summer-of-sunscreenings-archive,</p> <p>Rural and Urban Engagement: Recognizing the importance of reaching beyond urban areas, FMD organizes a range of activities during the Summer Program. These include film screenings, educational city walking tours, masterclasses, and interactive conversations held in different governorates across the country. By taking these initiatives to rural communities, FMD ensures that individuals outside major cities have access to artistic and educational opportunities, fostering inclusivity and facilitating cultural exchange.</p> <p>Empowering Local Communities: FMD actively involves local communities in the Summer Program. Through collaborations with local organizations, artists, and community leaders, FMD organizes screenings and sessions in partnership with cultural spaces or initiatives run by the local community. Local experts are invited to lead these sessions, empowering community members and highlighting their talents. This involvement encourages active participation in creative endeavors and nurtures a sense of ownership and pride within the community.</p> <p>Collaboration with Local Institutions: FMD establishes partnerships with local educational institutions, cultural centers, and community organizations as part of the Summer Program. These collaborations create a network of support for community involvement initiatives. By working together, FMD and local institutions strengthen their impact and reach, ensuring sustainable and long-term benefits for the communities involved. These partnerships foster a sense of shared responsibility and promote a collective effort towards inclusiveness.</p>

Social impact	<p>Community Development: FMD festival plays a vital role in community development by inspiring creativity and providing opportunities for emerging talents. Through film screenings, workshops, and masterclasses, it empowers individuals by giving them a platform to showcase their work and connect with industry professionals. This support and recognition foster the growth of local creative communities, stimulating economic and cultural development. In addition, FMD festival has successfully organized, curated, and facilitated two rounds of The Emerging Local Talents program. This program invites mentors to guide and mentor selected participants in producing their own design films over the course of seven months. To date, the program has resulted in the production of nine films, showcasing the creative abilities and potential of the local talent pool. Know More: https://www.filmydesign.com/emerging-local-talents https://www.filmydesign.com/applications</p> <p>Valorization of Cultural Heritage: FMD festival actively promotes and celebrates cultural heritage by showcasing films that explore design, architecture, and urban life. These films delve into social issues, traditions, and historical contexts, highlighting the importance of preserving cultural heritage. By showcasing these films, FMD contributes to the preservation and promotion of cultural heritage, fostering a sense of pride and identity within the community. https://www.filmydesign.com/the-reminiscence-of-port-said https://www.filmydesign.com/marmar https://www.filmydesign.com/neighbors</p> <p>Reduction of Inequality: FMD festival promotes inclusivity and strives to reduce inequality. By featuring films from diverse cultures, collaborating with international partners, and engaging with local communities, FMD fosters cross-cultural exchange and understanding. It provides a platform for marginalized voices and emerging talents, helping to bridge gaps and create equal opportunities for all individuals, regardless of background or social status.</p> <p>Promotion of Peaceful and Inclusive Societies: FMD festival plays a role in promoting peaceful and inclusive societies by fostering dialogue, understanding, and empathy. Through thought-provoking films and creative discussions, the festival addresses social issues, encourages critical thinking, and promotes open-mindedness. By bringing together creative professionals, enthusiasts, and the public, FMD creates an environment that encourages networking, collaboration, and the exchange of ideas, contributing to a more cohesive and harmonious society.</p>
Innovation	n/a
Environmental sustainability	n/a
3.	
Challenges	

	<p>Financial Support: The challenges faced by organizing a large-scale festival like this requires significant funding to cover various expenses such as venue rentals, equipment, marketing, guest speakers, travel, accommodation and staff. Finding sponsors, grants, and partnerships to provide financial support can be challenging, particularly in a competitive funding landscape. To address this challenge, we employ strategies such as reaching out to potential sponsors and partners, demonstrating the value and impact of the festival, and emphasizing the benefits of association with the event. This may also include seeking collaborations and partnerships with organizations that align with the festival's objectives to pool resources and share costs.</p> <p>Coordination and Logistics: Another challenge faced is coordinating and managing the logistics of the festival. With multiple sections, film screenings, workshops, and interactive sessions and installations taking place within a limited timeframe, effective coordination is crucial to ensure a smooth and engaging experience for attendees. We address this challenge by establishing a dedicated team responsible for logistics and scheduling. Clear communication channels, regular meetings, and efficient task delegation can help ensure that all aspects of the festival are well-coordinated. We hire external event organizers to manage the on ground logistics aspect of the festival. Additionally, we conduct thorough site visits, create detailed event timelines, and establish contingency plans to address any unforeseen logistical challenges that may arise during the festival.</p>
Lessons learned	<p>Clear Objectives: Setting clear and specific objectives is crucial for the success of FMD. It helps establish a clear direction, and measure progress. Future implementations should prioritize defining concise and measurable objectives to guide decision-making and ensure focused efforts.</p> <p>Financial Planning: Having a long term financial planning and resource allocation are essential. It is crucial to pre-plan and accurately estimate expenses, secure sufficient funding, and explore diverse revenue streams. Future implementations should emphasize thorough financial planning, including contingency plans, to mitigate financial challenges and ensure sustainability.</p> <p>Monitoring and Evaluation: Regular monitoring and evaluation help assess progress, identify areas for improvement, and measure the impact of the festivals and events. Monitoring and evaluation frameworks enable data-driven decision-making and enhance accountability. Future implementations should prioritize monitoring and evaluation systems to track progress effectively and make informed adjustments.</p> <p>Community Engagement: Engaging the creative community throughout the implementation process is crucial. Building strong relationships, involving partners in decision-making, and considering diverse perspectives contribute to the success of the festival and events.</p>
4.	
Is the organization led by a woman?	Yes
What age is the lead of the organization?	Between 16 and 35 years old

