

## CREACT4MED Mapping: Best Practices

Application Number: BP\_40

1. Basic info*	
Email Address	elhjoelle@gmail.com      jarproducts@outlook.com
Title of the Best Practice	Jar Of Jam
Name of the Applicant	Joelle EL HABER
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	reciperethink.com
Country	Lebanon;
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	established in 2/1/2023, registered in 14 September 2023
Target group of the BP	<p>During the preliminary phase of the project, we conducted a comprehensive survey to gather insights into food preferences and opinions regarding traditional jam. Our primary focus was on understanding people perceptions regarding jam. As a result, we decided to provide healthier jam choices for those who like traditional jam, but are seeking healthier alternatives. While the target age range is 18-65, we were particularly interested in catering to the 25-45 age group, especially female consumers interested in buying quality food products.</p> <p>After that, we had the opportunity to participate in exhibitions where we gathered valuable feedback and insightful reviews from people. The collected information highlighted the demand for innovative ideas that address contemporary consumers' needs. As of now, we have noticed that people were interested in our project; they were mainly women between 18 and 45 and children who had liked the taste.</p>
2. Best Practice Characteristics	
Problem Statement	<p>While everything is evolving, and people are shifting towards healthier eating options, the healthiness of traditional preserves, a part our cultural heritage, is questioned, putting them in the shadow of commercial giants that better respond to current trends. That's why we noticed the importance of rethinking traditional recipes and creating a new line of preserves with the same authenticity but with a healthier edge.</p>
Mission Statement & Value proposition	<p>Jar is a forward-thinking social enterprise dedicated to embracing sustainability while preserving our rich cultural heritage and elevating the essence of our food specialties and culinary traditions. We strive to harmonize tradition with innovation, crafting a brighter and more inclusive future for all by promoting sustainable practices and a diverse range of engaging experiences and delectable food offerings.</p> <p>Although most of women make the best preserves when the harvest season begins and winter approaches, the high sugar content which is a key ingredient in traditional jams put them in a threatening situation, questioning their healthiness and their compatibility with today's consumer's needs.</p> <p>On the other hand, according to FAO, fruits and vegetables, plus roots and tubers have the highest wastage rates of any food. A lot is lost as side streams -peels, pomace, seeds - during the food production process, even though they are often the most nutritious parts highly rich in valuable ingredients such as polyphenols and oils to produce new types of value-added food products.</p>

	<p>Taking advantage of these undervalued resources, we decided to take part in the upcycling food market and launch our first product: We decided to seize the opportunity and add polyphenols, natural antioxidants, from grape pomace to create a healthier jam that answers today's consumers needs for healthier eating options.</p> <p>Jar of jam contributes to Cultural Preservation because traditional food is linked to cultural heritage, representing a community's history, traditions, and identity. By valuing and preserving traditional food practices, we support cultural diversity, social cohesion, and sustainable tourism, contributing to the overall well-being of communities.</p>
Results and growth	<p>To tackle the above issue, we succeeded in developing a new line of jams that maintains the authenticity of the traditional taste, but uses natural sweeteners instead of refined sugar, and incorporates a higher content of natural antioxidants to enhance the nutritional value and antioxidant activity of the traditional jam.</p> <p>Our project aims at supporting the local agricultural community and local economy, it targets local farmers who are estimated to be more than 100,000, and aims at creating job opportunities for women who constitute around 9 percent of the total farmers, and are involved mainly in the production of food preserves and other food products.</p> <p>The project mainstreams cross-cutting issues; It reduces fruits and agri-food side streams waste, promotes healthy eating choices, promotes gender equality, supports the local agricultural community and economy, and contributes to cultural preservation through the preservation of traditional food practices.</p> <p>KPI 1: Offering positive Health Impact Polyphenols are known for their potential vital role in many diseases like cancer, diabetes, obesity, etc.. We were able to prove through laboratory testing the increase of the total polyphenols content by almost 0.6 mg GAE/g of jam compared to the traditional homemade jam, and test the very low total added sugar content of the final product compared to other types of jam.</p> <p>KPI 2: Supporting the local agricultural community and economy. For instance, during the prototyping phase only, we have collaborated with more than 14 agri-food producers and local suppliers.</p> <p>KPI 3: Promoting better eating choices and having a Health-Conscious Consumer Base By offering healthier jam alternatives with natural sweeteners and added polyphenols, the product attracts health-conscious consumers who are looking for nutritious, healthy, delicious, and natural food options. We have actively showcased our product during our initial appearances at agri-food exhibitions and on our social media page. Throughout these engagements, we emphasized the importance of the antioxidant activity present in (food side streams) grape skin and seeds for more than 200 individuals.</p> <p>The Jar of Jam project received in-kind and financial support from the Bestmedgrape project an EU funded project under the ENI CBC Med Program.</p> <p>Additionally, Jar of Jam was selected to participate in the Summer School of the Investmed project co-funded by the European Union under the ENI CBC Med Programme. We had the opportunity to pitch our project to a jury</p>

	of investors, business angels, financial institutions, and experts. Fortunately, Jar of Jam received a special mention for being the best "Cultural and Creative Business Idea".
Strategy to be financially sustainable	The business model consists of several revenue streams: 1- Selling the produced jam jars: We will partner with agri-food cooperatives to produce the jam batches. This step accelerates the process, allowing us to test the market without delay and while reducing financial risks. 2- Promoting other types of special preserves made by local women: We will take a small percentage from the overall price. 3- At a later stage, renting the machines and workplace to individuals interested in producing large quantities of preserves or food products.

3. Impact (please complete at least 3 of the 6 sub-sections)	
Economic significance	
Replicability and upscaling	<p>The replicability and upscaling of our jam production can be ensured because we are either engaged or planning to:</p> <ul style="list-style-type: none"> <li>● Develop standardized recipes and production processes to ensure consistency in taste, texture, and quality in each batch. Additionally, the testing of the final products will guarantee compliance with standards. Source raw materials that are very available and can be found in most countries.</li> <li>● Invest in industrial equipment and establishing suitable production facilities to increase volume, reduce overall costs, and lower the breakeven point.</li> </ul> <p>In many countries and regions, people are accustomed to making jam during harvesting seasons which simplifies the replicability of jam production and the recruitment and training of suitable staff.</p> <ul style="list-style-type: none"> <li>● Adher to standardized procedures and complying with relevant regulations and food safety standards will ensure replicability and upscaling.</li> <li>● Take advantage of the simplicity of the modern marketing strategies and online channels to promote our products to a wider audience and expand distribution channels, allowing for entry into new markets.</li> <li>● From the start, create packaging and labels that meet international standards and differentiate our product in various markets.</li> </ul> <p>Seeking additional financial support to scale up and enhance our production activities. In parallel, conducting market research is an ongoing necessity to position ourselves effectively and enter new markets.</p>
Employment generation	By preserving the authenticity of the jam-making process, we ensure that the human touch cannot be replaced by machines which would guarantee the creation of job opportunities for young, rural women, and farmers. Our project is dedicated to supporting local producers, farmers, and suppliers while also generating job opportunities and new revenue streams for rural women. We are committed to supporting the local agricultural community and economy by sourcing almost all our raw materials, natural sweeteners, and equipment from local producers and suppliers. To

	<p>illustrate, up to now, we have partnered with three agri-food producers and nearly eleven local suppliers.</p> <p>Furthermore, our project has collaborated with four women experts in various fields, including legal affairs, design, web development, etc., promoting gender equality and showcasing women's expertise and professionalism.</p> <p>Jar of Jam is a traditional food product that sources its raw materials and ingredients from local producers and small-scale farmers. As a result, our project contributes to achieving Target 2.3 of the SDGs, emphasizing the significance of supporting small-scale farmers and local food systems.</p>
Inclusiveness	
Social impact	<p>Jar of jam contributes to Cultural Preservation because traditional food is linked to cultural heritage, representing a community's history, traditions, and identity. By valuing and preserving traditional food practices, we support cultural diversity, social cohesion, and sustainable tourism, contributing to the overall well-being of communities.</p>
Innovation	
Environmental sustainability	<p>The use of sustainable packaging and eco-friendly practices in the production process contributes positively to environmental conservation and protection. Thus, to establish a sustainable energy solution that reduces costs and dependence on non-renewable energy sources such as fossil fuels and gas, we have made the decision to utilize solar energy whenever possible. This environmentally-friendly approach would empower us to conduct trials, operate electrical machines, and advance the development of our prototypes without the need of using non-renewable electricity and energy sources.</p> <p>Since we are committed to enter the upcycling market, we will be engaged in reducing the GHG emissions produced from the food waste going to landfills and turned into methane.</p> <p>Our project is committed to supporting the United Nations' Sustainable Development Goals (SDGs): SDG 2, SDG 3, SDG 8, SDG 10, and SDG 12.</p>
<b>4. Challenges and lessons learned</b>	
Challenges	<p>Facing challenges in sourcing raw materials like natural sweeteners proved to be a significant difficulty. To overcome this, we had to search for multiple suppliers, which was not easy, especially considering the importance of obtaining them at a fair price to keep the total cost under control.</p> <p>Due to the limited availability of dehydrated grape pomace in local market, a crucial ingredient in the product, we had to explore international markets too, and consider obtaining raw grape pomace.</p> <p>The addition of grape pomace in jam recipes presented challenges as it could alter the taste, consistency, odor, and color of the traditional recipe. As a result, we conducted numerous trials and spent countless hours in experimenting, fine-tuning, and improving the recipes to achieve a final product that is rich in polyphenols and has an excellent taste.</p> <p>Now, after developing and testing the prototype, we are looking to advance our business. To achieve this, we should improve our online and marketing activities, acquire the necessary industrial equipment, enhance product quality and quantity, and optimize profitability by reducing the breakeven point. This phase is crucial and requires the production of a high-quality</p>

	end product while avoiding any possible loss of resources. To embark on this mission and test the market, we have started by partnering to produce the required batches.
Lessons learned	<p>Throughout the prototyping phase we were able to:</p> <ul style="list-style-type: none"> <li>- Establish a comprehensive database of suppliers, experts, and laboratories (such as small and industrial equipment suppliers, raw materials suppliers, designers, web developers, social media experts, etc.).</li> <li>- Elevate the final product's quality while ensuring that both the consistency and taste remain uncompromised.</li> <li>- Enhance the homemade jam-making process professionally, giving careful attention to critical parameters such as, brix point, pH levels, end temperature, as well as the filling temperature to always achieve a high-quality end product.</li> <li>- Develop a strategic view to transition towards the production of larger batches, taking into account factors like the harvesting period to optimize the process in terms of time and cost. In addition, we are now aware of the necessary equipment and cost required to initiate large-scale production.</li> <li>- Be able to adjust the business model in order to secure a sustainable profitable business.</li> <li>- Refine the product pitch to more effective presentations and gathered valuable feedback and insightful reviews from potential customers and stakeholders.</li> </ul>
<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