

## CREACT4MED Mapping: Best Practices

Application Number: BP\_42

1. Basic info*	
Email Address	haya.s@sdaid.org
Title of the Best Practice	SAWA for Development and Aid
Name of the Applicant	Haya Shaaban
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	www.sdaid.org
Country	Lebanon;
Subsector	Design (software, advertising, architecture, interior design, graphic design, industrial design, fashion);
Category	a) Cultural and creative entrepreneurship;
Year of establishment and duration	3/24/2014
Target group of the BP	Sawa for Development and Aid was founded in 2011 as an impromptu response to the arrival of the first 40 Syrian families to Lebanon. With the increasing number of families arriving in Lebanon, the need became greater and the refuge situation worsened, leading SAWA to officially register in 2014. SAWA aims to support refugees by providing humanitarian aid across several sectors, such as relief, education, protection, and livelihoods. As the economic crisis in Lebanon unfolded, the vulnerability of the Lebanese communities increased. In response, Sawa focused on targeting Lebanese communities with interventions that fulfill their needs, resulting in a target of 50% Syrian refugees and 50% Lebanese families from marginalized groups.
2. Best Practice Characteristics	
Problem Statement	After working with marginalized communities, SAWA realized the importance of preserving the dignity of families by creating a source of income, especially for women-led households. To meet this need, SAWA launched the Masterpeace project, which aims to preserve the heritage culture of Levantine families through fashion. The Masterpeace fashion line consists of sewing workshops where women produce modern-traditional clothes and home decor items that represent the heritage culture. They are paid on a monthly basis for their work. In addition to the income generation opportunity, the women of the workshop receive PSS and have the opportunity to benefit from SAWA's different services.
Mission Statement & Value proposition	The Masterpeace project has the objective of empowering women by offering them cash-for-work opportunities, while preserving the heritage culture of the region in a contemporary way. The project is built on the core values of dignity, ownership, transparency, and cultural tolerance.
Results and growth	SAWA realized that in order to support women and their families, they needed to create sustainable income opportunities. To achieve this, they established sewing workshops where women were taught to produce modern-traditional clothing and home decor items. The women working in these workshops are paid on a monthly basis, providing them with a steady income and financial stability for their families. Apart from offering economic opportunities, the project also recognizes the importance of psychosocial support. The women in the workshops receive PSS, which addresses their emotional and mental well-being, helping them overcome the challenges they may face.

	<p>The Masterpeace project has several key performance indicators (KPIs) to measure its success. One of them is Income Increase, which shows that the average monthly income of women participating in the project increased within the first year of its implementation. Another KPI is Cultural Preservation, which demonstrates that the project successfully created a line of modern-traditional clothing and home decor items, with 100% of these products incorporating elements of Levantine heritage culture. This showcases the success of preserving this cultural identity.</p>
Strategy to be financially sustainable	<p>SAWA follows a social enterprise business model, generating revenue by selling modern-traditional fashion and home decor items made in their sewing workshops. This approach not only sustains the project but also contributes to SAWA's overall financial sustainability. The organization also receives funding and donations from individuals, organizations, and grants, which are invested back into the Masterpeace project and other initiatives aimed at empowering marginalized communities. This combination of earned income and external funding sources has allowed SAWA to remain financially sustainable over time.</p>

3. Impact (please complete at least 3 of the 6 sub-sections)	
Economic significance	
Replicability and upscaling	
Employment generation	<p>The Masterpeace project, which was initiated by SAWA, has been successful in promoting sustainable, inclusive, and long-lasting economic growth, productive employment, and decent work in several ways:</p> <ol style="list-style-type: none"> <li>1. Number of Jobs Created: The project has created a significant number of jobs for women from marginalized communities. In the first year of implementation, Masterpeace successfully created 50 new jobs for women involved in sewing workshops.</li> <li>2. Professional Opportunities for Young People: While the primary focus of the project is on empowering women, it has also generated employment opportunities for young people in the communities served. Young women, in particular, have had the chance to gain skills in sewing, fashion design, and other related fields, which provide them with marketable skills and professional development opportunities crucial for their long-term economic prospects.</li> <li>3. Empowering Women: The project places a strong emphasis on empowering women-led households by offering them opportunities for decent work. By providing training and employment, Masterpeace enables women to contribute financially to their families, which fosters gender equality and helps break the cycle of poverty.</li> <li>4. Income Generation: By providing regular, paid employment to the participating women, Masterpeace ensures decent work and a reliable source of income. This promotes economic growth not only for the women themselves but also for their families and the broader community, as they can spend their earnings on essential goods and services, which contributes to the local economy.</li> <li>5. Sustained Growth: The Masterpeace project, with its focus on contemporary fashion and traditional culture, has the potential for sustainable growth. As the demand for these unique products increases, more jobs can be created, and more economic opportunities can be</li> </ol>

	harnessed. This sustainable approach to economic growth benefits not only the immediate participants but the entire community.
Inclusiveness	
Social impact	<p>Masterpeace, led by SAWA, has had a significant social impact. It empowers marginalized women, preserves Levantine heritage through modern fashion, reduces inequality, and promotes peaceful and inclusive societies.</p> <p>Through sewing workshops, Masterpeace provides employment opportunities for women, enhancing their socio-economic well-being and contributing to community development. By combining traditional elements with modern design, the project valorizes cultural heritage, generating a sense of pride among the participating communities.</p> <p>Masterpeace's focus on empowering women-led households reduces economic inequality and promotes a more equitable society. The project also fosters unity and harmony among community members by embracing diversity and promoting cultural tolerance and inclusivity. As women gain economic independence, it leads to reduced social tensions and contributes to more stable communities.</p>
Innovation	<p>Masterpeace has made innovation a central element in addressing the challenges it faces. The project has utilized various innovative approaches, including an innovative business model, digital tools for promotion, promotion of an enabling environment, and innovative partnership structures.</p> <p>The project's business model is innovative in its approach to merging traditional cultural elements with contemporary fashion. By creating a fashion line that preserves Levantine heritage culture, the project generates income and also sustains cultural traditions. This unique blend of tradition and modernity serves as a creative and innovative way to address the economic and cultural challenges facing marginalized communities.</p> <p>Masterpeace has successfully launched innovative digital tools, including an online platform and social media presence, to market and sell its products. This digital strategy not only widens its market reach but also provides a platform for storytelling and educating consumers about the cultural significance of the products they purchase.</p> <p>Masterpeace actively promotes an enabling environment for innovation by fostering a sense of creativity and cultural appreciation within the participating communities. By valuing and preserving their heritage, the project encourages community members to think innovatively about how to keep their traditions alive in a rapidly changing world.</p> <p>Masterpeace has established partnerships with local and international organizations, fashion designers, and cultural institutions to expand its impact and reach. These partnerships not only provide access to new markets but also bring in fresh perspectives and ideas to continuously innovate the project's approach.</p>
Environmental sustainability	
<b>4. Challenges and lessons learned</b>	
Challenges	The women who participated in the project had to overcome various challenges such as acquiring new skills, maintaining work-life balance, and dealing with societal expectations. To help them overcome these challenges, the project offered them

	<p>comprehensive training and flexible work schedules. Additionally, they were provided with psychosocial support to manage personal challenges effectively.</p> <p>SAWA Organization faced several challenges such as funding the project, ensuring consistent product quality, and managing the growth of the initiative. To tackle these issues, the organization diversified its funding sources, implemented quality control measures, and carefully planned the expansion of the project to ensure its sustainability.</p>
Lessons learned	<p>The Masterpeace project taught us valuable lessons on how to empower marginalized communities and preserve cultural heritage. Here are some key takeaways:</p> <ul style="list-style-type: none"> <li>- Community-Centered Approach: The needs and aspirations of the local community should always come first. Engage with community members, understand their cultural heritage, and involve them in project design and decision-making to ensure success.</li> <li>- Innovation and Adaptability: Incorporating innovative approaches, such as blending traditional culture with contemporary design, and staying adaptable in response to changing circumstances, allows for sustained relevance and impact.</li> <li>- Holistic Support: Providing not only income-generation opportunities but also psychosocial support to address personal challenges ensures a more comprehensive impact on the well-being of participants.</li> <li>- Diversified Funding: Relying on multiple funding sources, including product sales and external grants or donations, enhances financial sustainability and resilience.</li> <li>- Awareness and Education: Promoting the value of cultural heritage preservation within the community is essential. Ongoing education and awareness campaigns can help overcome resistance and build a supportive environment.</li> <li>- Collaborative Partnerships: Collaborating with local and international organizations, designers, and cultural institutions expands the reach and expertise available for the project's success.</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