

CREACT4MED Mapping: Best Practices

Application Number: BP_50

1. Basic info*	
Email Address	mai@creativeindmena.com
Title of the Best Practice	Creative Industry Summit
Name of the Applicant	Mai Salama
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	www.creativeindmena.com
Country	Egypt
Subsector	Arts and culture (cultural heritage, gastronomy, visual arts, performing arts, leisure and recreation, crafts); Design (software, advertising, architecture, interior design, graphic design, industrial design, fashion); Media (publishing, TV & radio, digital), Tech, AI, 4 th industrial revolution, Web3
Category	Creative Economy
Year of establishment and duration	2014 9 years
Target group of the BP	The Creative Summit target group includes artists, designers, tech enthusiasts, entrepreneurs, and creative professionals seeking a collaborative and innovative platform for networking, skill development, and showcasing their work. This diverse community fosters creativity and empowers individuals to thrive in the ever-evolving creative economy.
1. Best Practice Characteristics	
Problem Statement	Creative Summit is on a mission to revolutionize the creative economy landscape in Egypt. We understand that the creative economy is a complex concept, and our primary focus is on educating the people of Egypt about its diverse dimensions. We aim to address the various tracks within the creative economy, helping individuals identify new opportunities and equipping them with the knowledge and skills needed to seize these prospects. In a fragmented landscape where numerous entities attempt to tackle these challenges separately, Creative Summit stands as a unifying force. Moreover, Creative Summit seeks to regulate and harness the immense creative potential within the region. We believe that by empowering and connecting the creative minds of Egypt and the region, we can contribute to the growth of the creative economy, unlocking opportunities that benefit both individuals and the nation as a whole.
Mission Statement & Value proposition	<p>At Creative Summit, our <u>mission</u> is to lead a creative revolution that transcends borders, uniting and empowering individuals across the creative economy spectrum. We are committed to educating, connecting, and inspiring creatives while providing a vibrant platform for all stakeholders to thrive.</p> <p>Our <u>vision</u> extends beyond Egypt, encompassing the broader region, but our core belief is that creativity knows no boundaries.</p> <p><u>Value Proposition:</u> Creativity Knows no boundaries.</p> <p>Empowerment Through Education: We provide targeted programs such as mentorship & workshops as well as other resources to equip creatives with the skills needed to thrive in the creative economy.</p> <p>Connectivity and Collaboration: Creative Summit is your go-to platform for connecting with like-minded creatives, fostering collaborations, and sharing innovative ideas.</p>

	<p>Inspire and Innovate: We cultivate an environment that inspires creativity and nurtures innovation, pushing boundaries and redefining what's possible.</p> <p>Regional and Global Impact: While Egypt is our central hub, we recognize the global relevance of creativity and actively foster regional connections.</p> <p>Prosperity for all stakeholders: We're dedicated to the success of all stakeholders involved in the creative economy, ensuring a mutually beneficial environment.</p>
Results and growth	<p>Creative Summit embarked on a remarkable growth journey, beginning as a humble community of 200 creatives and expanding exponentially to a thriving network of more than 30,000 in just nine years. Our mission from the outset was clear: to address the challenges outlined in our problem statement, embodying the principles in our mission and value proposition. Throughout this journey, we remained steadfast in our commitment to inclusivity, refusing exclusivity to any single entity or sponsor. We created a truly neutral ground for all creatives, providing them a safe space to connect, collaborate, and innovate. Creative Summit's growth story is not only about expanding our network but also about shining a bright spotlight on Egypt and the region. We've shown the world the immense creative potential that lies within these areas, with a vision that extends far beyond borders. As we move forward, our journey continues, fueled by the passion of our community and the belief in the transformative power of creativity. With the core values of education, connectivity, inspiration, and prosperity, we remain committed to unlocking opportunities for creatives everywhere, fostering a global creative revolution.</p> <p>Attached in the email 2023 Reports</p>
Strategy to be financially sustainable	<p>Creative Summit's financial strategy is designed to ensure the sustainability and growth of our mission. We employ an approach that encompasses registrations, funds allocation, and value-added services for creatives:</p> <p>Registration: is one of the revenue streams for Creative Summit. By offering various ticket tiers, including early bird, student, standard, and platinum & corporate categories, we make our events accessible to a wide audience. This not only generates revenue but also maximizes participation, fostering a diverse and inclusive community.</p> <p>Funds for Creative Support: A significant portion of our financial resources is allocated to support creatives. We believe in reinvesting in the very community we serve.</p> <p>Sponsorship Funds: one of the revenue streams we use.</p> <p>Our financial strategy emphasizes a balance between generating revenue to sustain our operations and reinvesting in the creative community to foster growth and innovation. It ensures that we remain committed to our mission of empowering and connecting creatives while making a lasting impact on the creative economy in Egypt and beyond.</p>

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

Economic significance	<p>Through the years, the following has happened:</p> <ul style="list-style-type: none"> • Launched companies through our platform • Shed lights on startups & gave them exposure to their targets • Networking mixers connecting companies
Replicability and upscaling	<p>Creative Summit has hosted 22 successful editions over the years, alongside student programs and networking events.</p> <p>In 2023, our Annual Festival in Egypt drew an average of 4,600 attendees/day.</p>

	<p>In 2022, launched our first Regional Edition in Riyadh, Saudi Arabia, where 2,600 attendees/day.</p> <p>Leading the market we started the idea of collaborative editions across Egypt by collaborating with other summits & events to join forces of the different platforms & their audiences. We collaborated with other flagship events such as Startups Without Borders, Cairo Photo Week, and Techne Summit, Cairo Design Week and Narrative Summit gaining exposure and engagement with their communities.</p>
Employment generation	<p>The company focuses on the youth development we take interns right after high school till fresh grads. We like to empower youth as much as possible & give them responsibilities & roles with effect while setting them to be ready to embrace the real world.</p>
Inclusiveness	<p>Empowerment is in the DNA of the company.</p> <p>Festivals</p> <ul style="list-style-type: none"> • Same percentage of males & females. <p>Office</p> <ul style="list-style-type: none"> • The company is women led (80%). The company was first and foremost founded by two women who participated in many activities and initiatives that serve women empowerment such as the track and product She Strikes, the Women Economic Forum, each receiving an award from, and many other achievements. <p>Content</p> <ul style="list-style-type: none"> • The Summit empowered women through different aspects. The first one is through content. A keynote was given by Nour Emam the Co-Founder & CEO of Mother Being that aims to shatter the stigma surrounding the topic of menstruation, making it no longer a “taboo” subject. A panel session which included four prominent women with leading roles in their fields, discussed The Power of Networks: Building Support Systems for Women in the Creative Economy, each of these participants have supported women in some way using their power. Finally “A Roadmap to Greatness: Supporting Women To Take Their Business To The Next Level”, is a panel session delving into the transformative power of the 'She's Next' initiative, a global endeavor backed by VISA, spotlighting women funding, running, and growing small businesses.
Social impact	<p>In Egypt, Creative Summit has played an instrumental role in educating, empowering, and uniting a vibrant community of creatives. By providing knowledge, resources, and opportunities, we've empowered individuals to not only embrace their creative potential but also turn it into sustainable livelihoods. We've served as a bridge between traditionally separate sectors, shedding light on the economic and social value of creativity. Our impact ripples beyond Egypt's borders. Through collaborations and our regional expansion to Riyadh, Saudi Arabia, we've initiated a creative exchange that transcends geographical boundaries. By connecting diverse creative communities, we're fostering a sense of unity and collaboration that transcends cultural differences.</p>
Innovation	
Environmental sustainability	<p>In the 2023 Creative Summit Festival, we put sustainability at the forefront. We made it a priority to reduce, reuse, and recycle plastic throughout the event. Our aim was to lead the market in being responsible consumption and promote a circular economy in events & conferences in Egypt. To benchmark and ensure reaching effective measures, we partnered with recycling leaders, collected waste on-site, and committed to auditing our</p>

	<p>practices for future improvement. Our sustainability efforts covered various areas, including using eco-friendly cutlery, minimizing printed materials by going digital with QR codes, and repurposing event banners into school bags for underprivileged students. Our giveaways also featured eco-friendly items, and we made sure to collect and recycle garbage bags. In 2023, Creative Summit was not just a celebration of creativity but a testament to our dedication to a more sustainable future.</p>
<p>3. Challenges and lessons learned</p>	
<p>Challenges</p>	<p>Expanding our regional outreach has long been a challenge for Creative Summit. While we're eager to explore new regions, Egypt's severe economic recession poses a formidable hurdle. The scarcity of foreign currency is a primary concern, affecting our ability to access global markets and engage in cross-border activities. Despite these economic headwinds, we remain in our commitment to extending our creative footprint. We are actively exploring innovative solutions to navigate the complexities of the current economic landscape, including partnerships and creative financial strategies. Our goal is to overcome these challenges, further our mission, and share the transformative power of creativity with new regions, while being mindful of the economic realities we face.</p>
<p>Lessons learned</p>	<ul style="list-style-type: none"> • Creativity is a universal language, not limited to language, culture, religion, country, race,..etc • We've gained a profound understanding within the ever-evolving realm of artificial intelligence and technology, creativity remains a paramount asset for humanity. • We've witnessed how creativity is not only a driving force for innovation but also a bridge between the technological landscape and the human experience. • Creative ideas and expressions infuse technology with the human touch, making it more accessible and impactful. • As a result, Creative Summit's vision is to further nurture and elevate this vital branch of creativity in the digital age. We aim to harness the advantages it offers to shape the future. We are committed to fostering a harmonious coexistence between technology and human creativity, where it continues to be the keystone upon which groundbreaking solutions, connections, and experiences are built. Our journey has reinforced our dedication to promote the power of creativity in this transformative landscape.
<p>4. Demographic Information</p>	
<p>Is the organization led by a woman?</p>	<p>Yes (Two Women)</p>
<p>What age is the lead of the organization?</p>	<p>Over 35 years old</p>