CREACT4MED Mapping: Best Practices

Application Number: BP_52

1. Basic info*	
Email Address	samia@3dnetinfo.com
Title of the Best Practice	DALL By NET-INFO
Name of the Applicant	Samia Chelbi
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	https://dall4all.org/ https://3dnetinfo.com/
Country	Tunisia;
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
Category	a) Cultural and creative entrepreneurship;b) Ecosystem enablement;c) Local and regional cooperation;
Year of establishment and duration	9/14/2015
Target group of the BP	Young and aspiring individuals with a strong passion for creative and digital content creation. These individuals typically demonstrate a keen interest in fields such as visual arts, digital media, graphic design, animation, multimedia production, and other related creative disciplines. They are enthusiastic about leveraging their creative abilities and technological skills to develop innovative and engaging content for various digital platforms. Our project is tailored to support and empower this specific demographic, providing them with the necessary tools, guidance, and opportunities to thrive in the competitive landscape of the creative and digital industries. It aims to nurture their talent, foster their professional growth, and facilitate their transition into successful and influential contributors within the ever-evolving landscape of digital content creation.
1. Best Practice Characteristics	
Problem Statement	The main issue is the lack of coaching and specialized training programs for passionate young talent in creative and digital content production fields like 3D, gaming, immersive production, and animation. Consequently, this scarcity limits the opportunities for both job placements and the establishment of startups, leading to a sense of disempowerment and diminished drive. In response, our living lab, DALL, is diligently working to build a supportive environment that nurtures open innovation. This initiative involves providing essential infrastructure and collaborative spaces equipped with cutting-edge technology for mentoring, interdisciplinary projects, and networking. Additionally, we aim to facilitate access to funding and grants. Emphasizing mental health support, work-life balance, and comprehensive skill development is vital to fostering these talents. This nurturing setting encourages personal growth, creativity, and individual expression, empowering individuals to make significant contributions to the industry.

Mission Statement & Value proposition	Our living lab DALL as an open innovation platform aims to produce creative and digital content with a strong social impact using cutting-edge technologies such as 3D, gaming, AI, and blockchain. Our value proposition is based on three pillars: 1. An open innovation ecosystem: We welcome talents who are passionate about cutting-edge technologies and who have not found opportunities in the Tunisian ecosystem. We offer them a stimulating and collaborative environment to develop their skills and carry out innovative projects. 2. A strong social impact: We are committed to producing projects that have a positive impact on society by addressing issues such as the environment, healthcare, industry, education and cultural heritage. 3. A transfer of expertise: We collaborate with international partners who own social problems and who are willing to transfer their expertise to our living lab talents. More specifically, our living lab DALL offers the following benefits to our beneficiairies: 1. High-quality training and support: We offer training and personalized support to the talents in our living lab. We help them develop their technical and creative skills, as well as their project management and entrepreneurial skills. 2. Access to cutting-edge technologies: We provide the talents in our living lab with access to the latest cutting-edge technologies. This allows them to carry out innovative and socially impactful projects. 3. An opportunity for international collaboration: We collaborate with international partners, which gives the talents the opportunity to work on a global scale projects.
Results and growth	To tackle the initial issue of the lack of opportunities for talented people in Tunisia who are passionate about cutting-edge technologies, our living lab adopted a four-pronged approach: 1.　　Create an open innovation ecosystem: We partnered with universities, businesses, and government agencies to create a collaborative environment where talents can share ideas, develop projects, and learn from each other. 2.　　Provide access to cutting-edge technologies: We invested in state-of-the-art equipment and software, and partnered with technology companies like Autodesk, Epic Games and NVIDIA to provide our talents with access to the latest tools and resources. 3.　　Offer high-quality training and support: We developed a comprehensive training program that covers technical and creative skills, as well as project management and entrepreneurial skills. We also provide our talents with personalized support from mentors and coaches. 4.　　Collaborate with international partners: We established partnerships with leading organizations around the world to give our talents the opportunity to work on global projects and learn from experts in their field. Here are three key performance indicators (KPIs) that demonstrate the success of our living lab: 1.　　Number of talents trained and supported: Over 1,000 talents have been trained and supported by our living lab since its inception. 2.　　Number of projects developed and launched: Over 50 projects related to different field (Education, Healthcare, Industry, Cultural Heritage,

	Entreprenership,…) have been developed and launched by our living lab, many of which have had a positive impact on society. 3. Employment rate of graduates: Over 90% of our graduates have been employed in the tech sector within six months of completing our program. Our living lab has been recognized as a best practice for innovation and social impact. We have been featured by OIF (Organisation Internationale de la Fancophonie), Epic Games, Orange and have received numerous awards.
Strategy to be financially sustainable	Our living lab operates on a hybrid business model. We generate revenue from a variety of sources: 1. Technological Leader and International Organization grants: We receive grants from the Technological Leader like Epic Games, Autodesk and NVIDIA and Organization like OIF, UNESCO or Orange to support our training and innovation programs. 2. Corporate sponsorships: We partner with businesses that are interested in supporting innovation and social impact. Our sponsors provide us with financial support, as well as access to their expertise and resources. 2. Project fees: We charge a fee to our partners for the development and launch of innovative projects. 3. Training fees: We charge a fee to individuals and organizations who participate in our training programs. We have managed to be financially sustainable overtime by diversifying our revenue streams and carefully managing our expenses. We also invest heavily in our team and our training programs. This ensures that we are able to attract and retain top talent, and to deliver high-quality services to our partners and clients. Below examples of how we have managed to be financially sustainable: 1. We have developed a strong network of international partners . This gives us access to a reliable source of funding and support. 2. We are selective about the projects we take on. We only work on projects that are aligned with our mission and values, and that have a high potential for success. 3. We are careful to manage our expenses and to invest in the areas that will have the greatest impact. 4. We are constantly innovating and developing new revenue streams. For example, we recently launched a new training related to Generative AI and Web3.0.

2. **Impact (please complete at least 3 of the 6 sub-sections)**	
Economic significance	
	Our living lab has a significant economic impact on the Tunisian economy. In 2022, our annual turnover was over 600 thousand Tunisian dinars. We exported our services to over 10 African countries . Our activity also generates significant spillover effects for the Tunisian economy. we partner with local and international businesses to provide our talents with access to resources and expertise. We also hire local talent to work on our projects. Here are some specific examples of the economic impact of our living lab: We have created over 100 direct jobs and supported over 500 indirect jobs.

	We have generated over 500 thousand Tunisian dinars in foreign exchange earnings. We have trained and supported Tunisian talent who have gone on to start their own successful businesses and secure jobs at leading tech companies. Our living lab is also a catalyst for innovation and economic growth in Tunisia. We are committed to working with our partners to create a more prosperous and sustainable future for the country. Spillover effects on the economy Our living lab has a number of spillover effects on the Tunisian economy. For example: We help to develop the Tunisian tech ecosystem by providing training and support to local talent. We attract foreign investment to Tunisia by collaborating with international partners on innovative projects. We help to create new jobs and businesses in Tunisia by supporting our partners to develop and launch new products and services. We help to promote Tunisia as a hub for innovation and entrepreneurship. Overall, our living lab has a positive impact on the Tunisian economy by creating jobs, attracting investment, and supporting innovation.
Replicability and upscaling	Our BP model has a strong potential for replicability, given that it is based on a well-developed international standard (the Living Lab concept) and that the technologies that we also adopt are transversal and can be used in all sectors. Furthermore, the BP model was tested on a small scale in two Tunisian regions and two African regions, demonstrating its feasibility in different contexts. therefore our BP model can be adapted to other contexts and sectors by: 1. Identifying the specific needs of the new context or sector. This can be achieved through stakeholder engagement, needs assessment and other research methods. 2. Adapting the BP model to meet these needs. This may involve adapting the specific technologies used, the methodology or the management structure. 3. Developing partnerships with local stakeholders. This will help ensure that the BP model is well integrated into the new context or sector and has the support it needs to succeed. except that the following conditions must be met for successful adaptation of the BP model to a new context or sector: 1. to ensure that there is a real need in the new context or sector. 2. to make adequate resources available in terms of time, money and expertise. 3. guarantee the commitment and support of all stakeholders. Our BP model has high reproducibility potential and can be adapted to other contexts and sectors. However, it is important to carefully consider the needs of the new context or sector and make necessary adaptations before attempting to replicate the model. It is also important to build partnerships with local stakeholders and have adequate resources. If these conditions are met, it is possible to successfully replicate the BP model and achieve positive results.
Employment generation	The implemented business process (BP) has a strong capacity to foster sustained, inclusive and sustainable economic growth by stimulating job

	creation and providing professional opportunities, particularly to youth and women. Through the integration of the Living Lab concept and transversal innovation methodology, the BP has facilitated the generation of meaningful employment opportunities in various sectors. Based on previous pilot implementations in Tunisian and African regions, the BP has managed to create a substantial number of jobs, thereby contributing to the reduction of unemployment rates in these regions. Initial evaluations indicate that the PB directly generated around 500 new jobs in the pilot regions, with potential for further growth when implemented on a large scale in other Tunisian and some other African regions. In addition, the BP has actively promoted the integration of young people into the labor market by offering them professional opportunities that match their skills and aspirations. Through targeted training programs, mentoring initiatives and skills development workshops, the BP has facilitated the emergence of more than 200 professional opportunities for young people within previously targeted regions. The PB also prioritized gender inclusion, with the aim of empowering women and creating an enabling environment for their meaningful participation in the labor market. By fostering gender-inclusive policies, providing specialized training and promoting equal access to employment opportunities, the BP has generated around 150 professional opportunities specifically tailored to women, ensuring their active engagement and contribution to the economic development of their communities.
Inclusiveness	Our project is designed to be inclusive and involve all stakeholders, including vulnerable communities such as women, migrant workers and young workers. In Tunisia, we implemented a number of initiatives to promote societal inclusion, including: Train women and girls in digital skills. we trained over 500 women and girls in digital and creative content production skills (3D, Gaming, Motion Design, XR Production), which has helped them find employment and start their own businesses. we worked with young people and student in searching job phase to develop and implement projects that address the challenges they face, such as unemployment and lack of access to education. we also made considerable efforts to achieve gender equality and the empowerment of women and girls. For example, we setted gender parity objectives within our workforce and in projects that we lead, also we support for women-led businesses and startups.
Social impact	Our Living Lab has been instrumental in driving social impact, facilitating community development, and harnessing the potential of digital content to not only preserve cultural heritage but also gamify processes in various sectors like industry, healthcare, and education. Its innovative approach has made significant contributions to the following areas: 1. Community Development: Through active engagement with local communities, the Living Lab has equipped them with the necessary resources, training, and infrastructure to participate in creative and digital content production. By nurturing local talent and promoting collaborative projects, it has stimulated economic growth, generated employment, and fostered entrepreneurial opportunities, fostering a sense of ownership and pride within the communities. 2. Cultural Heritage Preservation: our Living Lab has placed a strong emphasis on the preservation and promotion of cultural heritage through the creation of digital content. By showcasing local traditions, customs, and

stories using various digital mediums, the Lab has effectively contributed to the dissemination of cultural heritage, fostering a profound sense of cultural identity and pride among community members.

3. Impact on Other Sectors: Our initiatives have extended beyond the creative industry, with efforts to gamify processes in sectors such as industry, healthcare, and education. By incorporating creative technologies, we aim to enhance productivity and efficiency, creating a positive economic impact across various sectors.

4. Additionally, our Living Lab has been committed to reducing inequality by ensuring equitable access to resources, training, and opportunities for marginalized and underprivileged groups. By advocating inclusivity and diversity within the content production process, the Lab has provided a platform for underrepresented voices, thereby fostering a more inclusive and fair environment for all members of the community.

==samples of our projects:==

Cultural Heritage:

- "Coelacanth," is dedicated to promoting tourism in the Comoros Islands by leveraging the historic Mutsamudu Citadel. This game features the protagonist Fatou, who possesses unique abilities to communicate with nature and address pollution. The missions involve collecting litter and cleaning polluted soil, ultimately aiming to save vital trees and the rare Coelacanth fish.

- Furthermore, "African GameDev" is a collaborative effort with NETINFO, an African school of 3D and video game development, supported by Epic Games through the Epic MegaGrants initiative. This project targets young developers aged 18 to 30, engaging 200 participants in hackathons. Additionally, 40 participants are grouped into 10 teams, benefiting from training and support sessions for the production of video game prototypes related to the cultural heritage of their respective countries.

- The "Africa Metaverse" project represents a groundbreaking initiative supported by Epic Games, designed to harness the creative talents of Africans to showcase the continent's rich history and cultural diversity through innovative experiences in the digital realm. The primary objective of Africa Metaverse is to provide a platform that transcends traditional boundaries, allowing users to explore and engage with African history and cultural heritage in a dynamic and immersive manner. By leveraging the power of the metaverse, the project seeks to redefine how individuals connect with and understand Africa's past, present, and future.

Entrepreneurship:

- "StartInBlock" is a pioneering blockchain-powered serious video game tailored for startups. Developed in collaboration with Digihub in Canada, this project is designed to revolutionize how startups visualize and document their entrepreneurial journey. It introduces a visually engaging system with digital labels, enabling startups to map their journey comprehensively. The platform tracks the startup's roadmap, offering a transparent and dynamic representation of its evolution.

- "Startup Simulator" is an immersive and educational simulation game that places aspiring entrepreneurs and business enthusiasts in the driver's seat of a virtual startup. This project goes beyond traditional educational methods, offering a practical and engaging learning experience that mirrors

the challenges and opportunities faced by real-world entrepreneurs. The game unfolds through different stages, from startup inception to funding rounds. Each stage is represented by key rooms that symbolize crucial aspects of entrepreneurship, such as managing capital, developing strategy, overseeing operations, and gaining market insights.

Job opportunities:
- "Netinfo Metaverse" is an innovative project with a focus on creating virtual job opportunities for art students globally. Tailored to the needs of concept artists, animators, 3D artists, and other creative professionals, this project envisions a dynamic virtual environment where students can connect with companies in an immersive and interactive manner. The project facilitates one-on-one interviews between companies and prospective students. This interactive element ensures meaningful engagements, allowing companies to assess the skills and potential of art students while providing students with direct insights into career opportunities.
The overarching goal of Netinfo Metaverse is to make the evaluation of artists' work open and accessible at all times.

Samples of Events:
Social Impact (Events)

Geek Innov:
- The event organized in collaboration with the General Council for Regional Development, attracted a diverse audience of more than 100 participants. This event aimed to promote the activities of the DigiArtLiving Lab (D.A.L.L) project, a crucial component of the Tunisie Créative 'Tfanen' initiative initiated by the European Union and piloted by the British Council. The outcomes of Geek Innov include heightened awareness and increased engagement with D.A.L.L activities, fostering a stronger connection between the community and the innovative projects.

Global Game Jam:
- The Global Game Jam (GGJ) is an annual distributed game jam. Originally developed under the International Game Developers Association Education SIG to bring together the elements of creativity, collaboration and experimentation. At each site, participants gather to develop ideas, form small groups, create new, creative, innovative games, and present them to their peers and the global community, all in a limited time span. Netinfo Nebeul held this event for several years as a community event.

Forum D-CLIC Pro Tunisia:
- The Forum D-CLIC Pro, a key component of the "D-CLIC, Formez-vous au numérique avec l'OIF" project, gathered over 300 participants.
Distinguished guests, including the Tunisian Minister of Vocational Training and Employment, Mr. Nasreddine Nsibi, and the OIF Representative for North Africa, Ms. Haoua Acyl, graced the opening ceremony. The forum facilitated meaningful discussions, resulting in outcomes that contributed to the digital education landscape and created collaborations fostering innovation and progress.

	Forum D-CLIC Pro Mauritania: - This event underscores the importance of forging links with partners in the various countries in charge of deploying the program, meetings designed to facilitate the professional integration of D-CLIC Project beneficiaries at the end of the training courses deployed. These will involve D-CLIC Project training beneficiaries, the public and private sectors, and all players in the digital and entrepreneurial economy ecosystem. Their aim is to put training beneficiaries in touch with companies and incubation structures in the countries where they are being implemented, with a view to facilitating their integration into the corporate or entrepreneurial world. Closing Events for Training Programs: - Our closing events for training programs, including "African Game Dev," "Africa Metaverse," and "3D GameX," collectively drew a substantial audience of more than of 100 hybrid attendees. These events marked the culmination of intensive training programs, equipping participants with valuable skills in game development and the digital arts. The impact of these programs is evident in the noteworthy projects initiated by participants, showcasing the tangible outcomes of our commitment to skills development in the cultural and creative sectors.
Innovation	Our Living Lab is at the forefront of utilizing innovation to devise pioneering solutions that effectively tackle the challenges faced by both communities and businesses. Innovative Business Models: Our Living Lab itself serves as an innovative business model, fostering collaboration and open innovation among stakeholders from diverse sectors. By facilitating resource and expertise sharing, it enables the development of inventive solutions that would otherwise be unattainable. for example , in Tunisia, Burkina Faso, Senegal, and Mauritania, our Living Lab collaborated with tunisian ministry of culture, sociologists, historians, researchers, and technologists and young talents firms to create a metaverse promoting cultural heritage, employing a novel business model that integrates play-to-earn mechanics, benefitting 3D artists and visitors. Utilization of State-of-the-Art Technology: our Living Lab harnesses cutting-edge technology to engineer groundbreaking solutions. For instance, it employed artificial intelligence to construct a tool enabling conversations with African heroes, while also introducing an avatar customization tool. Additionally, a blockchain-based module was developed to safeguard the intellectual property of creators and African heritage. Successful Launch of Innovative Digital Tools: Several innovative digital tools have been successfully launched, including the Talent Metaverse, facilitating connections between talents and companies for recruitment purposes, and the African Metaverse, dedicated to the promotion of African cultural heritage. Promotion of an Enabling Environment for Innovation: our Living Lab actively fosters an environment conducive to innovation by providing a collaborative platform and endorsing the adoption of new technologies and processes. It further offers training and support to innovators, facilitating the development and market realization of their ideas. Establishment of Innovative Partnership Structures: our Living Lab has fostered various groundbreaking partnership structures, such as public-

	private and cross-sectoral partnerships, instrumental in fostering a culture of collaboration and innovation.
Environmental sustainability	our Living Lab has made significant strides in promoting environmental sustainability through various impactful initiatives, including the development of educational serious games aimed at raising awareness among students, children, and citizens about the importance of nature conservation. Additionally, the Lab has focused on the gamification of waste management to encourage active participation and responsibility among communities.
	Educational Serious Games: The Living Lab has developed interactive and educational serious games tailored to engage students, children, and citizens in learning about the significance of environmental protection. These games provide an immersive and engaging platform that effectively communicates the importance of sustainable practices, biodiversity conservation, and the preservation of natural resources. By incorporating educational content into interactive gaming experiences, the Lab has successfully fostered a culture of environmental consciousness and responsibility among diverse audiences.
	Gamification of Waste Management: Recognizing the critical importance of efficient waste management in preserving the environment, our Living Lab has pioneered the gamification of waste disposal practices. By introducing interactive and incentivized gaming elements to waste management processes, the Lab has encouraged active community participation and engagement in waste reduction, recycling, and proper disposal. This approach has not only promoted a sense of environmental responsibility but has also instilled a culture of sustainability and resource conservation within the communities it serves.

3. Challenges and lessons learned

Challenges	The different stakeholders involved in the implementation of our living lab encounter a variety of challenges, including:
	1. Alignment of interests: our living lab was established with a clear mission to promote innovation and collaboration in the creative and digital content production sector. This mission was developed in consultation with all stakeholders, and it helped to align their interests.
	2. Communication and coordination: our living lab established a steering committee that was responsible for overseeing the project and for ensuring communication and coordination between different stakeholders. The steering committee met regularly and developed a communication plan to keep stakeholders informed of the project's progress.
	3. Data sharing: our living lab developed a data sharing agreement that sets out how data will be collected, shared, and used. The agreement also includes provisions to protect the privacy and security of data.
Lessons learned	The main takeaways and lessons learned for our exercice of implementation of our living lab for creative and digital content production revolve around fostering collaboration, adaptability, and innovation. Firstly, prioritizing a culture of collaboration among stakeholders, including content creators, businesses, and academic institutions, fosters a dynamic ecosystem for knowledge exchange and co-creation. Secondly, maintaining adaptability to rapidly evolving technological trends and consumer preferences enables the lab to stay relevant and responsive to industry needs. Thirdly, promoting a culture of innovation through experimentation

and risk-taking encourages the development of cutting-edge solutions and content that resonate with the market. Furthermore, emphasizing the integration of practical experiences into academic curricula allows for the cultivation of a talent pool that is well-equipped to meet industry demands.

4. Demographic Information	
Is the organization led by a woman?	Yes
What age is the lead of the organization?	Between 25 and 60 years old

6. Reference contact information	
Name of the referee	Samia Chelbi
Nature of the relationship	The reference person is the founder and the manager of our best practice
Affiliation of the referee	DigiArt Living Lab by NET-INFO
Email address (referee)	samia@3dnetinfo.com