Application Number: BP_54

1. Basic info*	
Email Address	raouf.achouch@sougui.tn
Title of the Best Practice	Sougui E Shop
Name of the Applicant	Abderraouf Achouch
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	https://sougui.tn/
Country	Tunisia;
Subsector	Arts and culture (cultural heritage, gastronomy, visual arts, performing arts, leisure and recreation, crafts);
Category	a) Cultural and creative entrepreneurship;b) Ecosystem enablement;c) Local and regional cooperation;
Year of establishment and duration	10/1/2022
Target group of the BP	The beneficiaries of the Sougui artisan program encompass a wide spectrum of individuals and communities. Our primary beneficiaries are the talented artisans of Tunisia, including traditional craftsmen and craftswomen, who will directly benefit from our platform. We provide them with a digital marketplace to showcase and sell their artisanal creations, enabling them to expand their customer base and income. In addition to our artisans, our program extends its reach to global consumers interested in authentic Tunisian craftsmanship, contributing to the preservation of cultural heritage. We also collaborate with local communities and partner with institutions to promote economic empowerment and social change. By engaging these diverse groups, Sougui seeks to revitalize the artisan sector, promote the rich heritage of Tunisia, and foster economic and social development at both local and international levels."
2. Best Practice Characteristics	
Problem Statement	The primary problem we aim to address is the marginalization of Tunisian artisans and the decline of traditional craftsmanship in today's market. Tunisian artisans face various challenges, including limited access to a national and international online market, informal working status, and an inefficient supply chain. This results in reduced income and diminishing opportunities for these skilled individuals.
Mission Statement & Value proposition	At Sougui, our mission is to empower Tunisian artisans, promote their traditional craftsmanship, and connect them with a global audience. We are committed to providing artisans with the tools and support they need to thrive in the digital age. Through our platform, we aim to create sustainable economic opportunities for artisans, revitalize the Tunisian artisan sector, and preserve the country's rich cultural heritage. We foster a community that values authenticity, quality, and social impact. Our mission is underpinned by the belief that every artisan deserves a fair chance to showcase their talent and craftsmanship on a global stage. We aim to catalyze positive change at local, regional, and global levels by creating a platform that celebrates the uniqueness and diversity of Tunisian artisanal products." "At Sougui, we offer a unique value proposition to both artisans and consumers. For artisans, our platform provides a digital

	storefront, marketing support, and a streamlined supply chain, enabling them to reach a wider customer base and boost their income. We also offer professional development resources and opportunities for collaborations. To consumers, we provide access to a curated selection of high-quality Tunisian artisanal products. Our commitment to authenticity and social impact ensures that every purchase supports local artisans and preserves Tunisia's cultural heritage. Sougui offers a seamless, secure, and user-friendly shopping experience, connecting global consumers with the essence of Tunisian craftsmanship. In essence, our value proposition is twofold: we empower artisans to thrive in the digital economy, and we provide consumers with a convenient and meaningful way to discover and support authentic Tunisian craftsmanship."
Results and growth	Digital Empowerment: KPI 1: Increase in the number of artisans onboarded onto the Sougui platform. Result: Since our launch, we have onboarded over 50 artisans, providing them with a digital storefront and the means to expand their reach. Marketing and Promotion: KPI 2: Growth in the number of products listed and sold on our platform. Result: The number of products listed has surpassed 500, with an increasing number of successful sales and satisfied customers. Economic Impact: KPI 3: Growth in the income generated by artisans through Sougui. Result: Our artisans have experienced an average income increase of 25%, providing them with a more stable and sustainable livelihood. Our approach combines the digitalization of artisans' businesses with marketing and promotion efforts that showcase their products to a global audience. By leveraging e-commerce, our platform allows artisans to reach a wider customer base. We also use a fair pricing model, and artisans receive a majority of the profits from their sales. Additionally, we engage in partnerships with local organizations and institutions to promote artisans' economic and social empowerment. We focus on providing resources and training to further improve the quality and authenticity of the products.
Strategy to be financially sustainable	Business Model: Subscription Model: Artisans pay an annual subscription fee to access and use the Sougui platform. This fee covers their presence on the platform, access to our marketing and promotion efforts, and the creation of professional product listings. Transaction Fees: In addition to the subscription model, we charge a commission on each sale made through our platform. This commission helps sustain our operations and incentivizes Sougui to support artisans in improving their products and sales. Advertising and Promotion: We also generate income through advertising and promotional partnerships with related businesses, further contributing to our financial sustainability. To maintain financial sustainability, we've implemented several strategies: Cost Efficiency: We have focused on managing operational costs effectively, ensuring that a significant portion of our revenue goes towards the betterment of our platform and the support of artisans.

	Constant Growth: As we expand our network of artisans and attract a larger customer base, our revenue increases, contributing to financial sustainability.

3.	**Impact (please complete at least 3 of the 6 sub-sections)**
Economic significance	The economic significance of Sougui's business practice (BP) is noteworthy and extends to various dimensions, contributing to the economic development of Tunisia and beyond: Spillover Effects on the Economy: Sougui's approach has led to spillover effects on the broader economy. By empowering artisans and promoting traditional craftsmanship, we contribute to preserving Tunisia's cultural heritage and attracting cultural tourism. This, in turn, benefits other sectors, such as hospitality, transportation, and local businesses, leading to indirect economic growth.
Replicability and upscaling	Replicability Potential: Adaptability: The core elements of Sougui's model, such as the digital platform, marketing support, and fair pricing, can be adapted to promote artisans in various sectors and regions. The model can be applied to support different types of craft industries, whether it's pottery, textiles, jewelry, or other traditional crafts. Scalability: The platform's scalability is a key factor in its replicability. It can be tailored to accommodate both small-scale artisan communities in rural areas and larger craft industries in urban settings. Artisan Communities: There must be an existing community of artisans or craftsmen in the target sector or region to benefit from the platform. Market Demand: The target sector or region should have a market demand for artisanal products that Sougui can help meet. Adaptations: Cultural Relevance: The platform would need to adapt to the specific cultural and craft traditions of the new setting or sector. Regulatory Compliance: Compliance with local regulations, including tax laws and intellectual property rights, is essential. Language and Localization: The platform and its marketing materials may need to be available in local languages and tailored to local customs and preferences. Pilot Scale Testing: Prior to large-scale adoption, it's advisable to conduct a small pilot-scale test in the new setting or sector to assess its feasibility, refine the platform, and understand the local dynamics. This allows for adjustments based on local feedback and market nuances.
Employment generation	Number of Jobs Created: Sougui's platform has directly led to the creation of employment opportunities for artisans. As of now, we have facilitated jobs for over 50 artisans who can now market and sell their products, resulting in increased income and economic stability. This includes skilled artisans, craftsmen, and craftswomen who are the backbone of Tunisian traditional craftsmanship.

	Professional Opportunities for Young People: The platform has opened doors for young artisans and entrepreneurs to enter the market and establish their businesses. By providing access to a broader customer base and offering professional development resources, Sougui encourages the youth to explore their creativity and gain valuable entrepreneurial experience. Empowerment of Women: Sougui's commitment to gender equality is evident in the number of women artisans who have joined our platform. The traditional craft sector in Tunisia has a strong presence of women, and Sougui's platform empowers them by providing a space to showcase their talent, sell their products, and become financially independent. Inclusivity: Sougui has strived to create an inclusive ecosystem that welcomes artisans from diverse backgrounds, including marginalized communities. By facilitating the marketing and sale of their products, we have fostered an environment that promotes equal economic opportunities for all.
Inclusiveness	involvement of Vulnerable Communities: Women: Sougui actively promotes gender equality and the empowerment of women in the artisan sector. We have provided a platform for women artisans to showcase their skills, sell their products, and achieve financial independence. This has created opportunities for women who may have faced traditional barriers in accessing economic opportunities. Young Workers: Sougui encourages and supports young artisans and entrepreneurs to enter the market. Our platform offers them a space to gain valuable experience and entrepreneurial skills, ultimately leading to economic empowerment and sustainable livelihoods. Gender Equality and Empowerment: Sougui's commitment to gender equality is evident in the significant number of women artisans who have joined our platform. We actively promote and support initiatives that empower women and girls in the artisan sector, fostering their economic independence and self-confidence.
Social impact	Sougui's business practice has had a substantial and positive social impact, contributing to community development, the valorization of cultural heritage, the reduction of inequality, and the promotion of peaceful and inclusive societies. Community Development: Sougui empowers local communities by providing artisans with opportunities for economic growth and stability. Many artisans have reported a higher income and improved living conditions since joining our platform, leading to a more prosperous community overall. Valorization of Cultural Heritage: Sougui plays a vital role in preserving Tunisia's rich cultural heritage. By promoting and selling authentic Tunisian artisanal products, we ensure that traditional craftsmanship is passed down to future generations. This contributes to the preservation and promotion of Tunisia's unique cultural identity.
Innovation	Sougui's business practice leverages multiple innovations to address the challenges faced by the Tunisian artisan sector effectively. These innovations include: Innovative Business Model: Sougui's unique hybrid business model seamlessly combines a subscription-based system with transaction fees,

	ensuring affordability for artisans to access the platform while generating sustainable revenue. This approach aligns the interests of both Sougui and artisans, creating a win-win scenario.
	Sougui's innovative approach is exemplified by the introduction of the "Point Relais" (Relay Point) concept. This concept optimizes product delivery by using the physical locations of partner artisans as convenient collection points for customers, enhancing the last-mile delivery experience while fostering closer collaboration with local artisans. This innovation addresses the challenge of efficient product delivery in a unique and collaborative way, demonstrating Sougui's commitment to supporting the Tunisian artisan community while embracing digital innovation.
	State-of-the-Art Technology: The platform utilizes cutting-edge e-commerce technology, offering a user-friendly digital marketplace. This technology includes secure online transactions, real-time inventory management, and intuitive product listings, making it accessible to artisans of varying tech proficiency.
	Innovative Digital Tools: Sougui has successfully launched digital tools, such as a user-friendly dashboard for artisans to manage orders, update inventory, and interact with customers. These tools facilitate the transition to digital sales, streamlining the experience for artisans.
	Promotion of an Enabling Environment for Innovation: Sougui actively encourages innovation among artisans by promoting creative product design, quality improvement, and the development of unique items. Resources and training are provided to enhance their skills and adaptability.
Environmental sustainability	ougui is firmly committed to environmental sustainability and has undertaken several actions to contribute to this crucial goal: Combatting Climate Change and its Impacts: Sougui has adopted eco-friendly practices, such as minimizing the environmental footprint of its operations. This includes reducing waste, using recyclable and eco-friendly packaging, and promoting energy-efficient practices in its facilities. Additionally, Sougui has launched an innovative initiative: a tree will be planted for each sale made, contributing to the fight against climate change and the preservation of forest ecosystems. Sougui encourages artisans to adopt sustainable production methods, promoting the use of locally-sourced and eco-friendly materials. The platform also emphasizes the value of quality over quantity, encouraging artisans to create enduring, high-quality products that have a longer lifecycle, reducing waste and overconsumption. Battery Collection: Furthermore, Sougui has implemented an initiative to collect used batteries from artisans. This initiative aims to ensure responsible hazardous waste management while raising awareness about the importance of recycling used batteries.
4. Challenges and lessons learned	
Challenges	The implementation of Sougui's Best Practice (BP) encountered various challenges for different stakeholders, which were addressed through proactive measures: Artisans: Artisans faced challenges related to digital literacy and transitioning to an online marketplace. Sougui addressed this by providing comprehensive training and user-friendly digital tools, simplifying their engagement with the platform. Additionally, the

	subscription-based model was introduced with low fees, ensuring affordability. Customers: Customers initially encountered challenges related to delivery options and order management. Sougui responded by innovating with the "Point Relais" concept, making order collection more convenient and enhancing customer experience. The introduction of a user-friendly dashboard also improved order management.
Lessons learned	Digital Inclusion: Ensuring digital inclusivity by providing user-friendly tools and comprehensive training is critical. This lesson highlights the importance of making technology accessible to artisans and customers of all tech proficiencies.
5. Demographic Information	
Is the organization led by a woman?	No
What age is the lead of the organization?	Between 16 and 35 years old
6. Reference contact information	