

CREACT4MED Mapping: Best Practices

Application Number: BP_78

1. Basic info*	
Email Address	info@smartart.ps
Title of the Best Practice	Smart Art for Entrepreneurship, Training and Development
Name of the Applicant	Asmahan Sinokrot
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	www.smartart.ps
Country	Palestine;
Subsector	Design (software, advertising, architecture, interior design, graphic design, industrial design, fashion);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	7/3/2021
Target group of the BP	Talleh is a registered brand owned by Smart Art. Talleh primarily serves Palestinian women, empowering them through traditional crafts. We aim to protect cultural heritage, encourage sustainable practices, and provide economic opportunities for marginalized communities. Our target beneficiaries are women seeking skill development, income generation, and cultural preservation. We also attract tourists and consumers passionate about authentic Palestinian handicrafts. Smart Art focuses on entrepreneurship, graphic design, and marketing training. Our beneficiaries include aspiring entrepreneurs, small business owners, marketing professionals, graphic design enthusiasts, students, educational institutions, career-focused professionals, and local communities. Smart Art equips these individuals with essential skills to advance their careers, promote business growth, and foster economic development in their regions.
2. Best Practice Characteristics	
Problem Statement	The primary issue both Smart Art and Talleh aim to address is the lack of economic opportunities and skill development for their respective beneficiaries. In the case of Talleh, the focus is on Palestinian women in marginalized communities who need support in preserving cultural heritage and achieving financial independence. For Smart Art, the challenge revolves around aspiring entrepreneurs, students, and professionals who require training in entrepreneurship, graphic design, and marketing to enhance their career prospects, foster economic growth, and bridge skill gaps in their communities. Both organizations are committed to providing solutions that empower their target groups and drive positive change.
Mission Statement & Value proposition	Smart Art: Smart Art's mission is to equip aspiring entrepreneurs, students, and professionals with the knowledge and skills needed to succeed in the dynamic fields of entrepreneurship, graphic design, and marketing. We serve our customers by offering comprehensive training programs and resources that foster innovation, drive economic growth, and empower individuals to achieve their career goals. Our value proposition lies in our commitment to providing accessible, high-quality training and services, enabling our beneficiaries to transform their ideas into

	<p>tangible businesses and careers, ultimately contributing to the economic and creative development of our community. Talleh:</p> <p>Talleh Cultural Center's mission is to empower Palestinian women, preserve cultural heritage, and create sustainable economic opportunities. We serve our beneficiaries by offering training and support in traditional crafts and connecting them to the global market. Talleh's value proposition centers around empowering women, protecting and promoting Palestinian culture, and contributing to the economic and cultural sustainability of marginalized communities. Through our work, we aim to be the leading force in preserving Palestinian culture and empowering women for generations to come, all while providing unique, high-quality handicraft products to customers worldwide.</p>
<p>Results and growth</p>	<p>Smart Art:</p> <p>Smart Art tackled the initial issue of limited entrepreneurial and design education opportunities in Palestine by implementing a comprehensive training program, offering workshops, and providing mentorship. Key Performance Indicators (KPIs) include:</p> <ol style="list-style-type: none"> 1. Training Impact: Over the past year, Smart Art trained 200 aspiring entrepreneurs and graphic designers, providing them with essential skills for their chosen fields. 2. Startup Success: Our KPIs reflect a 70% increase in startup success rates among program participants, demonstrating the practical impact of our training. 3. Employment Opportunities: In partnership with local companies, we've facilitated job placements for 30% of our graphic design trainees, promoting economic growth in the region. <p>Talleh:</p> <p>Talleh addressed the initial issue of economic opportunities for Palestinian women and cultural preservation by providing training and access to international markets for traditional handicrafts. KPIs include:</p> <ol style="list-style-type: none"> 1. Women Empowerment: Talleh has trained over 100 women in the art of traditional crafts, resulting in a 30% increase in their monthly incomes. 2. Cultural Preservation: Our programs have led to the creation of more than 500 unique traditional craft products, preserving Palestinian cultural heritage. 3. Market Expansion: Talleh's international market presence has grown by 20%, leading to increased sales and further economic opportunities for our beneficiaries.
<p>Strategy to be financially sustainable</p>	<p>Smart Art:</p> <p>Smart Art operates with a blended business model. We offer paid training programs, workshops, and consulting services in entrepreneurship, graphic design, and marketing. Additionally, we generate income through graphic design projects, website development, branding and marketing. This diverse income stream sustains our operations. By maintaining a high-quality service that meets market demands, we've gained a strong reputation, enabling us to charge competitive prices for our training programs and design services. Over time, we have reinvested a portion of our profits into expanding our reach and improving our training curricula to meet evolving market needs. These strategic decisions, coupled with our commitment to excellence, have allowed us to thrive financially.</p> <p>Talleh:</p>

	<p>Talleh's business model combines product sales, training fees, membership income, and grants. We sell traditional Palestinian handicrafts both directly and online, while also generating income from training individuals and organizations. Our comprehensive training programs are open to the public and attract fees for attendance. Corporations can also partner with us to provide training to their beneficiaries. Membership fees offer exclusive access to Talleh's activities. Grants contribute to our sustainability by funding specific projects that advance our mission.</p> <p>Over time, we have diversified our product range, improved our online presence, and expanded our training offerings. This strategy has resulted in increased sales and training revenue. We've successfully navigated the challenging market landscape by continually adapting to the needs of our beneficiaries, maintaining quality, and investing in marketing and outreach. This approach has made us financially sustainable and allowed us to continue our essential work in preserving Palestinian culture and empowering women.</p>
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3. Impact (please complete at least 3 of the 6 sub-sections)

<p>Economic significance</p>	<p>Smart Art: Smart Art has had a significant economic impact since its inception. With an annual turnover exceeding \$150,000, we've established a robust presence in the fields of entrepreneurship training, graphic design, and marketing services. Our export activities have grown, with numerous international clients seeking our graphic design expertise. This has contributed to a substantial economic impact by increasing revenues and job opportunities for graphic designers and marketing professionals in our region.</p> <p>The economic significance of Smart Art also extends to spillover effects. By nurturing entrepreneurship and creativity, we've witnessed an increase in startups and small businesses in our region. These enterprises often require design and marketing services, creating a more significant market for our offerings. Additionally, as we've expanded, we've hired more staff, providing job opportunities and fostering professional development in our local community.</p> <p>Talleh: Talleh has become a meaningful contributor to the Palestinian economy. Our annual turnover, including both product sales and training services, exceeds \$100,000. Our export activities are noteworthy, introducing traditional Palestinian crafts to international markets. This export component has not only increased our revenue but also served as a vehicle for promoting Palestinian culture and heritage worldwide.</p> <p>Our activities have led to a range of economic impacts. We provide consistent income opportunities for Palestinian artisans, particularly those in marginalized communities. Through our training programs and artisan collaborations, Talleh has contributed to reducing unemployment among Palestinian women. We believe in the power of female empowerment to drive economic growth in our region.</p> <p>Talleh's activities have a multiplier effect on the economy. As we partner with local artisans, invest in training, and expand our product range, we</p>
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	<p>stimulate economic growth in the handicraft sector and support related businesses such as packaging, transportation, and marketing. The economic significance of Talleh extends beyond financial turnover, contributing to the prosperity of Palestinian communities and the preservation of cultural heritage.</p>
<p>Replicability and upscaling</p>	<p>Smart Art: Smart Art's business model is highly replicable and adaptable. Our success is rooted in the flexible nature of our services and training programs. Our training modules and materials can be readily adapted to other sectors, such as web development or digital marketing, and extended to different settings beyond Palestine. For replication to succeed, partners or organizations in new settings should have a commitment to nurturing entrepreneurship and creativity, as well as an interest in graphic design, marketing, and related fields. It's crucial to tailor training materials and resources to specific sector and audience needs.</p> <p>A small pilot-scale implementation of our training programs is feasible. In fact, Smart Art has already initiated pilot programs with local organizations to test the adaptability of our materials and training approaches. This approach allows for fine-tuning and customization before large-scale adoption.</p> <p>Talleh: Talleh's model is highly replicable and adaptable to various cultural and artisan contexts. The key is understanding the specific heritage, craft traditions, and communities within a new setting. While Talleh focuses on Palestinian culture and heritage, a similar approach can be applied to other regions and their unique traditions.</p> <p>Replication relies on the presence of skilled artisans and a commitment to preserving cultural heritage. Adaptations may be necessary to align with local craft traditions and materials. Still, the core principles of empowering artisans, promoting traditional crafts, and fostering economic opportunities for marginalized communities remain consistent.</p> <p>Talleh has previously collaborated with organizations in Jordan and Egypt to assess the feasibility of replicating our model in these countries, further demonstrating its potential adaptability. Small-scale pilot initiatives in these contexts have been successful, and further customization can be made before broader adoption.</p> <p>In summary, both Smart Art and Talleh possess a high degree of replicability, and small pilot-scale trials have already demonstrated success. By working closely with local partners, organizations, and communities, these best practices can be effectively adapted and implemented in various sectors and settings.</p>
<p>Employment generation</p>	<p>Smart Art has significantly contributed to employment generation by offering entrepreneurship training, graphic design services, and related activities. The organization has created jobs for trainers, graphic designers, and other professionals. Additionally, Smart Art's focus on capacity-building and skill development has opened up professional opportunities for young people, including students and recent graduates who have gained valuable experience in areas such as graphic design and marketing. These experiences and skills have empowered many young individuals to access</p>

	<p>decent work opportunities and build meaningful careers in the creative industry.</p> <p>Talleh, on the other hand, has been instrumental in promoting the economic inclusion of Palestinian women, particularly those in marginalized communities. By collaborating with local artisans and providing them with opportunities to showcase their traditional crafts, Talleh has not only preserved cultural heritage but also created income-generating activities. This has led to an increase in the number of jobs available for artisans and craftswomen.</p> <p>The combined efforts of Smart Art and Talleh have played a crucial role in promoting employment, especially among young people and women, which is aligned with the goal of fostering inclusive and sustainable economic growth. These initiatives have demonstrated that supporting creative and cultural entrepreneurship can lead to increased job opportunities, thereby contributing to more productive and decent work in their respective communities.</p>
<p>Inclusiveness</p>	<p>Smart Art and Talleh have both made commendable efforts to contribute to societal inclusiveness, particularly in promoting the involvement of vulnerable communities, empowering women, and supporting education for all. These practices are implemented in both rural and urban settings. Smart Art focuses on capacity-building and training, ensuring that these opportunities are accessible to various community members. Their approach empowers vulnerable and disadvantaged groups, including women, young workers, and even migrants, by offering entrepreneurship training and graphic design education. By making these resources available in both urban and rural contexts, Smart Art helps bridge educational and professional gaps, offering opportunities to those who may face barriers to employment.</p> <p>Talleh's inclusiveness efforts are primarily geared toward empowering Palestinian women from marginalized communities. By engaging these women in traditional craftwork, Talleh provides them with a source of income and meaningful employment. This not only empowers women but also contributes to gender equality by ensuring they have the opportunity to contribute financially to their households. Talleh's practices are mainly implemented in rural areas, supporting women in preserving their cultural heritage and providing economic stability in regions where opportunities may be limited.</p> <p>Both organizations share a commitment to promoting inclusiveness in their operations, addressing the needs of different societal groups, and striving for gender equality and education for all in both urban and rural environments. Their practices serve as examples of how cultural and creative entrepreneurship can foster societal inclusiveness.</p>
<p>Social impact</p>	<p>Smart Art and Talleh have demonstrated remarkable social impact through their innovative practices.</p> <p>Smart Art plays a pivotal role in community development by providing entrepreneurship training and capacity-building opportunities. These initiatives contribute to the development of a strong and vibrant entrepreneurial ecosystem. By supporting creative individuals and small businesses, Smart Art nurtures local talent and promotes job creation, which is vital for sustainable community growth.</p>

	<p>Talleh, on the other hand, significantly contributes to the valorization of cultural heritage. Through preserving traditional Palestinian crafts and empowering marginalized communities, Talleh ensures that cultural heritage remains a source of inspiration and livelihood for many. This not only preserves Palestinian culture but also reduces inequality by providing economic opportunities to women from disadvantaged backgrounds. Both Smart Art and Talleh are instrumental in promoting peaceful and inclusive societies. Smart Art's focus on education, capacity-building, and entrepreneurship fosters an environment where individuals have the tools to build better lives. Talleh's empowerment of Palestinian women from marginalized communities not only provides them with economic opportunities but also instills a sense of pride and dignity, reducing social inequalities and contributing to a more harmonious society.</p> <p>In summary, Smart Art and Talleh exemplify best practices that significantly enhance community development, cultural heritage preservation, reduction of inequality, and the promotion of peaceful and inclusive societies in the Southern Mediterranean region. Their impact extends beyond business success and economic growth, touching the lives of individuals and the well-being of entire communities.</p>
<p>Innovation</p>	<p>Talleh Cultural Center has employed innovative approaches to address the multifaceted challenges of cultural heritage preservation, craft empowerment, and economic development. Several key innovations set Talleh apart:</p> <ol style="list-style-type: none"> 1. Innovative Business Model: Talleh operates on a sustainable business model that combines cultural preservation with economic empowerment. By creating a platform that supports Palestinian artisans and connects them with markets locally and internationally, Talleh generates income for marginalized craftswomen while preserving Palestinian cultural heritage. 2. Use of Digital Tools: Talleh leverages state-of-the-art technology to facilitate the collaboration between traditional craftswomen and a global audience. Through their online platform, artisans can showcase their handmade products, reach a wider customer base, and engage with buyers and fellow artisans. This digital tool has been instrumental in empowering artisans to access economic opportunities that were previously out of reach. 3. Establishment of Innovative Partnership Structures: Talleh has strategically partnered with institutions like Bethlehem University and Build Palestine to expand its impact. These partnerships enable the center to provide training, support, and resources to Palestinian artisans. The collaborative approach enhances the sustainability and inclusivity of their work. 4. Promotion of an Enabling Environment: Talleh actively fosters an environment of creativity, learning, and cultural preservation. By providing training, mentoring, and opportunities for craftswomen, Talleh empowers women from vulnerable communities, thus contributing to societal inclusiveness and gender equality. <p>Talleh's innovative approach extends beyond traditional craft preservation. It has successfully combined these innovative elements into a holistic strategy that supports Palestinian women, empowers communities, and preserves cultural heritage. These innovations have been integral to</p>

	Talleh's recognition as a Best Practice in cultural preservation and economic empowerment.
Environmental sustainability	<p>Talleh Cultural Center's Best Practice (BP) contributes to environmental sustainability in several ways:</p> <ol style="list-style-type: none"> 1. Sustainable Production Patterns: Talleh's commitment to traditional craftsmanship promotes sustainable production patterns. The center's focus on handmade, locally-sourced materials and processes minimizes the environmental impact of production. By supporting traditional crafts over mass-produced alternatives, Talleh reduces waste and fosters a culture of sustainability. 2. Conservation of Cultural Heritage: Talleh's core mission is the preservation of Palestinian cultural heritage. This approach inherently safeguards traditional practices and materials, which are often more environmentally sustainable than modern alternatives. By promoting traditional crafts, Talleh contributes to preserving sustainable knowledge and practices. 3. Engagement in Upcycling: Talleh encourages upcycling and repurposing traditional Palestinian crafts. By using existing materials and reimagining their applications, Talleh minimizes waste and promotes an environmentally friendly approach to craft creation. 4. Community-Based Resource Utilization: Talleh's work engages local communities and traditional artisans. By utilizing local resources and collaborating with craftswomen, Talleh ensures that materials are sourced responsibly, often from within the community. This approach minimizes the carbon footprint associated with transporting materials over long distances. 5. Preserving Natural Resources: Traditional Palestinian crafts often rely on natural materials like clay, wool, and wood, which are renewable and biodegradable. By supporting these crafts, Talleh contributes to the preservation of natural resources and ecosystems. <p>Overall, Talleh's Best Practice maintains a strong focus on sustainable, environmentally friendly practices by embracing traditional crafts and locally-sourced materials. This approach aligns with efforts to combat climate change and promote sustainable consumption and production patterns, making it a valuable asset to environmental sustainability.</p>
4. Challenges and lessons learned	
Challenges	<p>The implementation of Talleh Cultural Center's Best Practice (BP) has encountered several challenges, affecting various stakeholders:</p> <ol style="list-style-type: none"> 1. Artisans and Craftswomen: Many of the traditional craftswomen involved in Talleh's initiatives faced economic hardships and limited opportunities before their involvement. The challenge was to empower them with new skills and connect them to markets. Talleh addressed this by offering comprehensive training programs, fair compensation, and access to a broader customer base, thus increasing their economic stability and prospects. 2. Cultural Preservation: Preserving Palestinian cultural heritage in a rapidly changing world presented challenges. Talleh overcame these obstacles by extensively documenting and teaching traditional practices, thereby safeguarding cultural heritage for future generations. 3. Sustainability: Ensuring that traditional crafts are sustainable and environmentally friendly can be challenging. Talleh's

	<p>commitment to using locally-sourced, eco-friendly materials helped address this concern.</p> <p>4. Market Access: Connecting traditional artisans to markets was a challenge. Talleh successfully tackled this by creating an online platform and collaborating with partners, such as Bethlehem University and Build Palestine, to provide artisans access to larger audiences.</p> <p>5. Financial Sustainability: Talleh needed financial sustainability to support its mission. To address this, the center employed an innovative business model that combines income from workshops, product sales, and collaboration with partners. This diverse revenue stream has helped sustain its operations.</p> <p>6. Community Involvement: Engaging and mobilizing local communities was vital to the success of the BP. Talleh achieved this by building trust, involving local craftswomen, and creating opportunities for community participation.</p> <p>Through these efforts, Talleh Cultural Center has effectively addressed the challenges faced by artisans, cultural preservation, sustainability, market access, financial sustainability, and community involvement in the implementation of its Best Practice.</p>
Lessons learned	<p>The implementation of Talleh Cultural Center's Best Practice (BP) has yielded invaluable lessons for future initiatives:</p> <ol style="list-style-type: none"> 1. Community-Centered Approach: Prioritizing community involvement and empowering local craftswomen is vital for the success of cultural preservation initiatives. Ensuring that the community is an integral part of the process and decision-making significantly enhances the sustainability and impact of the project. 2. Diverse Revenue Streams: A sustainable business model involves diversifying revenue streams. By combining income from workshops, product sales, and collaborative partnerships, Talleh has created a stable financial base that supports ongoing operations and growth. 3. Technological Integration: Harnessing technology, such as establishing an online platform, is essential for reaching broader markets and preserving traditional crafts. It enables greater access to both customers and artisans, bridging geographic gaps and expanding opportunities. 4. Education and Documentation: The importance of documenting traditional practices cannot be overstated. Education and documentation are crucial for cultural preservation. They safeguard intangible heritage and ensure that future generations can continue these traditions. 5. Partnerships and Networks: Collaborating with partners, both locally and internationally, expands the reach and impact of cultural preservation initiatives. Creating a network of supporters and like-minded organizations amplifies the success of the BP. <p>These lessons serve as a foundation for future initiatives, emphasizing the significance of community engagement, diversification of revenue streams, technological integration, education, documentation, and strategic partnerships. They guide Talleh in its ongoing mission to preserve Palestinian culture and empower artisans.</p>
5. Demographic Information	
Is the organization led by a woman?	Yes

What age is the lead of
the organization?

Over 35 years old