

CREACT4MED Mapping: Best Practices

Application Number: BP_80

1. Basic info*	
Email Address	sana@dowit.tn
Title of the Best Practice	Dowit
Name of the Applicant	Sana Ben Jemaa
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	dowit.tn
Country	Tunisia;
Subsector	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	12/30/2020
Target group of the BP	Many Tunisian craftsmen don't realize how exciting and unique it is for visitors to watch them create. Because they themselves have learned informally rather than in school, they often underestimate the appeal of their skills to the uninitiated, and think that visitors are only interested in the final product. In reality, visitors want to meet them, hear their stories and see their talent at work. We have therefore combined this observation with a favorable context, that of the "age of experience", to design our offerings. Entertainment needs are shifting towards immersive, original and formative experiences. It's now possible for visitors to satisfy this need, while at the same time showcasing the skills of our craftsmen.
2. Best Practice Characteristics	
Problem Statement	Dowit was born out of the realization that if local know-how disappears, the entire local and national economy suffers. Dowit's mission is to promote craftsmanship, to pass on traditional know-how, and to exchange and share knowledge by making things with one's own hands. It strives to rebuild the lost link between craftsmen and their potential customers, and to reinvest part of its profits in helping craftsmen to progress. With Dowit, we want to create value for visitors and artisans alike, and show that there is a sustainable way of thinking about crafts and cultural tourism to protect and promote Tunisian traditions. We have also set up an impact monitoring system
Mission Statement & Value proposition	Dowit is an impact startup that supports intangible heritage by organizing immersive and original experiences. We design and implement local, ethical, fair trade and authentic cultural tourism formats: craft workshops, cooking workshops, themed guided tours and atypical treasure hunts. For half a day or several days, enjoy authentic heritage experiences that will delight the heart and senses, in little-known corners of Tunisia, and through encounters with enthusiasts rarely seen elsewhere. At the end of each experience, everyone will leave with a wealth of memories and discoveries. We'll be offering our artisans a means of communication and additional income. We're also highlighting skills that sometimes lack visibility, and we're forging a social link between two populations who rarely have the opportunity to meet. This maintains the human values of sharing and exchange that are central to the notion of craftsmanship and intangible heritage.

Results and growth	<p>We create cultural experiences that enhance heritage, in the form of craft workshops, culinary workshops, guided tours and treasure hunts. These activities are marketed in our own network and in the networks of our many partners (hotels, guest houses, travel agencies and event agencies).</p> <p>Over the past two years, we have:</p> <ul style="list-style-type: none"> - welcomed over 1450 customers, 47% of whom were foreigners - Conducted over thirty teambuilding activities. - More than 2/3 of companies ordered a second teambuilding activity.
Strategy to be financially sustainable	Our business model is based on the sale of participation in our B2C experiences and the sale of packaged offers for B2B customers.

3. Impact (please complete at least 3 of the 6 sub-sections)	
Economic significance	<p>Our sales are increasing significantly and sustainably:</p> <p>2021: 7.3 kdt 2022: 76 kdt 2023: 418.5 kdt</p>
Replicability and upscaling	
Employment generation	<p>Dowit's business plan is designed to support sustained, inclusive, and sustainable economic growth while promoting productive employment and decent work, with a particular focus on young people and women. While specific numerical data may not be available, the business plan's strategies and initiatives are likely to contribute to the following outcomes:</p> <p>Direct Employment: Dowit, as an organization that facilitates cultural and artisanal experiences, creates jobs for a wide range of individuals. These jobs can include tour guides, artisans, culinary experts, and administrative staff, both on a full-time and part-time basis.</p> <p>Support for Artisans: Dowit's model directly supports local artisans by providing them with an additional source of income through workshops and demonstrations. This empowers artisans, many of whom are skilled but lack visibility, to earn a living through their traditional crafts.</p> <p>Professional Opportunities: Dowit's emphasis on cultural preservation and knowledge-sharing offers professional opportunities for young people, particularly those interested in preserving and promoting traditional crafts, heritage, and local cuisines. This can include roles in marketing, event management, content creation, and more.</p> <p>Gender Inclusivity: Dowit's focus on promoting artisanal skills and culinary traditions provides opportunities for women to showcase their expertise in traditional crafts and cooking, helping to challenge traditional gender roles and empower women economically.</p> <p>Community Engagement: By actively engaging with local communities and artisans, Dowit contributes to the economic development of regions where it operates. This, in turn, supports sustainable economic growth and job creation.</p> <p>Cultural Preservation: Dowit's efforts to preserve and promote cultural heritage not only create jobs but also help safeguard the intangible cultural assets of Tunisia, ensuring that these traditions continue to be passed down to future generations.</p>
Inclusiveness	Dowit's business model is inherently focused on promoting societal inclusiveness, with a strong emphasis on involving vulnerable communities,

	<p>such as women, migrant workers, and young workers. Dowit's efforts to achieve societal inclusiveness are evident in:</p> <p>Empowering Artisans, Including Women: Dowit works closely with local artisans, many of whom are women, to showcase their traditional craftsmanship. This empowers these artisans economically by providing them with an additional source of income.</p> <p>Promoting Gender Equality: Dowit actively promotes gender equality by providing opportunities for both male and female artisans to share their skills and knowledge with visitors. This challenges traditional gender roles and helps empower women in the artisanal sector.</p> <p>Involving Young Workers: Dowit's model creates professional opportunities for young people interested in preserving and promoting cultural heritage, traditional crafts, and local cuisines. They can engage in roles related to marketing, event management, and content creation.</p> <p>Education for All: Dowit contributes to education for all by providing cultural and educational experiences to visitors. These experiences not only impart knowledge about traditional crafts and culinary traditions but also raise awareness about the importance of cultural preservation.</p> <p>Community Engagement: Dowit actively engages with local communities in both rural and urban settings where it operates. This engagement supports vulnerable communities by creating job opportunities, increasing visibility for local artisans, and contributing to the economic development of the regions.</p> <p>Sustainable Tourism in Both Rural and Urban Areas: Dowit's practices are implemented in various settings, including rural and urban areas. In rural regions, we often work with artisans from smaller communities who may face economic challenges. In urban areas, Dowit connects tourists and locals with the rich cultural heritage of cities, promoting inclusiveness and economic growth.</p>
Social impact	<p>Dowit's social impact is multi-faceted and extends to several key areas, contributing to community development, the valorization of cultural heritage, the reduction of inequality, and the promotion of peaceful and inclusive societies.</p> <p>Community Development: Dowit actively engages with local communities, both in rural and urban areas, where it operates. By promoting traditional crafts and culinary traditions, Dowit generates income and employment opportunities for artisans and local residents. This, in turn, contributes to economic development and improved livelihoods within these communities.</p> <p>Valorization of Cultural Heritage: Dowit plays a crucial role in preserving and promoting the cultural heritage of Tunisia. By organizing experiences that showcase traditional crafts, culinary traditions, and historical sites, Dowit ensures that these aspects of cultural heritage are passed down to future generations. This valorization helps maintain a sense of identity and pride in the local culture.</p> <p>Reduction of Inequality: Dowit's activities are inclusive, and the organization actively empowers vulnerable groups, including women and young artisans. By creating</p>

	<p>opportunities for women to showcase their skills and offering professional opportunities for young people, Dowit contributes to reducing inequality, particularly gender inequality. Their engagement with local communities helps bridge economic disparities between different groups.</p> <p>Promotion of Peaceful and Inclusive Societies: Dowit's focus on cultural preservation and knowledge-sharing fosters an environment of inclusiveness and understanding. By providing opportunities for cultural exchange and education, Dowit promotes intercultural dialogue and mutual respect among different communities and tourists. This, in turn, contributes to more peaceful and inclusive societies.</p> <p>Sustainable Tourism: Dowit's approach to tourism is rooted in sustainability and responsible travel. By offering authentic and immersive cultural experiences, they encourage a deeper understanding of local culture, traditions, and history. This approach promotes responsible and respectful tourism, ultimately leading to more harmonious interactions between tourists and local communities.</p>
Innovation	<p>Dowit has employed several innovative approaches to address challenges and enhance its operations in the field of cultural tourism and artisanal experiences.</p> <p>Innovative Business Model: Dowit's business model is highly innovative. It focuses on promoting cultural immersion and the preservation of traditional crafts, offering unique experiences to tourists. Rather than traditional tourism, Dowit provides an avenue for direct engagement with local artisans and their crafts, enabling visitors to participate in and learn about the processes.</p> <p>Digital Tools and Online Presence: Dowit has effectively harnessed the power of digital technology to connect with a global audience. The company leverages its website and social media platforms to reach potential customers and promote its unique experiences. This online presence helps in marketing and outreach to a wider demographic.</p> <p>Cultural Preservation: Dowit's core mission is the preservation of Tunisia's cultural heritage. This is innovative in the sense that it creates a sustainable platform for artisans to showcase their skills to the world, ensuring that traditional crafts do not fade into obscurity.</p> <p>Partnerships: Dowit actively collaborates with local artisans, experts, historians, chefs, and other professionals. These partnerships are crucial for the success of its initiatives. Dowit's commitment to working closely with experts and locals enhances the authenticity and quality of the experiences it offers.</p> <p>Responsible Tourism: The company's approach to responsible and sustainable tourism is innovative. By focusing on ethical and culturally immersive experiences, Dowit is at the forefront of promoting more responsible and meaningful tourism practices, which are increasingly important in the travel industry.</p> <p>Empowerment of Artisans: Dowit's innovative approach empowers artisans by providing them with a platform to share their skills and generate additional income. This empowerment fosters economic and social development within local communities.</p>

Environmental sustainability	<p>Dowit, as an organization primarily focused on cultural tourism and artisanal experiences, contributes to environmental sustainability through several key actions:</p> <p>Sustainable Practices: Dowit emphasizes sustainable consumption and production patterns by promoting local and traditional crafts, which often have lower environmental footprints compared to mass-produced goods. By encouraging the purchase of handcrafted items, Dowit supports sustainable production practices.</p> <p>Cultural Preservation and Environmental Awareness: Through its experiences, Dowit not only showcases cultural heritage but also raises awareness about the environment and the need for its protection. This fosters a sense of responsibility and environmental consciousness among both visitors and local communities.</p> <p>Responsible Tourism: Dowit promotes responsible tourism practices, ensuring that its activities have a minimal impact on the environment. By offering small group experiences and advocating for eco-friendly behaviors, it contributes to reducing the environmental footprint of tourism.</p> <p>Local Sourcing: Dowit often sources materials and ingredients for its culinary experiences locally, which supports sustainable agricultural and fishing practices. This reduces the carbon footprint associated with transportation and supports local communities.</p> <p>Cultural Connection with the Environment: Dowit's initiatives connect visitors with the natural environment and cultural practices, such as the distillation of floral essences and traditional cooking. This fosters a deeper appreciation for the environment and its importance.</p>
4. Challenges and lessons learned	
Challenges	<p>Stakeholders involved in Dowit's implementation faced several challenges like</p> <p>Tourists: Meeting tourists' expectations for immersive and authentic experiences, while ensuring their comfort and safety, was a balancing act. Dowit addressed this by providing clear information to manage expectations and ensuring quality experiences.</p> <p>Regulatory and Legal Challenges: Navigating the regulatory landscape and obtaining necessary permits for artisanal workshops and cultural tours posed challenges. Dowit worked closely with authorities to ensure compliance.</p>
Lessons learned	<p>Community Engagement is Key: Actively involving local communities and artisans in the planning and decision-making process is crucial. Their ownership and input not only lead to more authentic experiences but also help build a sense of trust and partnership.</p> <p>Sensitivity to Local Concerns: Addressing the concerns of local communities and addressing potential issues associated with increased tourism is vital to building strong relationships and avoiding conflicts.</p>
5. Demographic Information	
Is the organization led by a woman?	Yes

What age is the lead of the organization?	Between 16 and 35 years old
6. Reference contact information	
Name of the referee	Zeineb Fakhfakh - Managing Director at Impact Partner
Nature of the relationship	Zeineb Fakhfakh runs the Impact Partner accelerator, member of the Yunus Social Business Global Initiatives network. The Impact Partner has helped us in a number of ways through its various programs.
Affiliation of the referee	Impact Partner
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