CREACT4MED Mapping: Best Practices

Application Number: BP_87

1. Basic info*	
Email Address	miragegroup.pro@gmail.com
Title of the Best Practice	Mirage Group
Name of the Applicant	Mme. Sawssen BRADAI Ep MESSAOUD
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	https://www.facebook.com/Mirage3D
Country	Tunisia;
Subsector	Arts and culture (cultural heritage, gastronomy, visual arts, performing arts, leisure and recreation, crafts);Media (publishing, TV & radio, digital media, film and video, music);
Category	a) Cultural and creative entrepreneurship;
Year of establishment and duration	9/24/2018
Target group of the BP	The beneficiaries of our mobile 3D/VR project are children and youth residing in various regions of Tunisia, particularly those with cultural disadvantages. These young Tunisian citizens, aged 6 to 18, often face limitations in accessing cultural and artistic activities due to the centralization of such activities in urban areas. Target Groups: Our target groups include: Children and Youth in Rural and Peripheral Regions: These young individuals often lack access to enriching cultural experiences due to the distance from cultural centers. Our project aims to bring them educational and entertaining experiences. Private and public Educational Institutions: We target primary and secondary schools specially located in underserved areas. 3D film screenings and VR in schools will enhance the educational curriculum and stimulate students' creativity.
2. Best Practice Characteristics	
Problem Statement	In Tunisia, the centralization of cultural activities in urban areas has resulted in limited access to enriching cultural experiences, particularly for children and youth in disadvantaged regions. This centralization is a major barrier to cultural development and education, exacerbating cultural disparities. Our project aims to address this problem by providing 3D cinema experiences, mobile 3D projections, motion simulator technology, and VR experiences to children and young people across the country. We aim to decentralize cultural access, fostering creativity, education, and cultural awareness, while mitigating the negative effects of centralization on cultural development. Our initiative is committed to bridging this gap and ensuring that all Tunisian children and youth have equal opportunities to access and engage with cultural content and educational resources
Mission Statement & Value proposition	Mission Statement: Our mission is to democratize cultural experiences and education in Tunisia by breaking down the barriers of centralization. We are committed to enriching the lives of children, youth, and communities across the nation. Through our innovative 3D cinema, mobile projections, motion simulator technology, and VR experiences, we aim to provide equal access to cultural content and educational resources, regardless of geographical location. We

	strive to empower young Tunisians with tools for creativity, inspiration, and learning, enhancing their cultural awareness and appreciation. Our organization is dedicated to nurturing a vibrant, inclusive cultural landscape that celebrates diversity and fosters a sense of unity among all Tunisian citizens. Value Proposition: We offer unique, immersive, and accessible cultural experiences to our customers and beneficiaries. By bringing 3D cinema to their doorstep, we enable children and youth to explore worlds they may never have imagined, learn from captivating stories, and expand their horizons. Our mobile unit ensures that cultural enrichment is no longer confined to urban areas, reaching even the most underserved regions. With our motion simulator technology and VR experiences in education and gaming, we go beyond traditional cinema, providing interactive, multisensory learning opportunities. Our organization stands as a beacon of equality, breaking the cultural disparity associated with centralization. We are the bridge between culture and the community, uniting citizens in their collective journey of cultural exploration and education. Our commitment is to inspire, educate, and bring the joy of culture to every child, every young person, and every corner of Tunisia.
Results and growth	Our approach to addressing the initial issue of cultural centralization in Tunisia has been multi-faceted and results-driven. Through the implementation of our 3D cinema, mobile projection unit, motion simulator, and VR experiences, we have successfully achieved the following key performance indicators (KPIs): 1. Geographic Reach and Inclusivity: We expanded our services to underserved regions, reaching to all regions of tunisia. thousands of children and youth have benefited from our 3D cinema and mobile projection events. 2. Educational Impact: 85% of participating schools reported enhanced educational experiences for their students. Over 70% of surveyed students demonstrated increased cultural awareness and a desire for further cultural exploration. 3. Community Engagement and Support: We have established partnerships with many local cultural organizations. Our project has garnered substantial community support, with 90% of communities expressing eagerness for future cultural initiatives. Our commitment to decentralizing cultural access and education in Tunisia has resulted in tangible positive outcomes. Our approach has empowered communities, inspired young minds, and created an inclusive environment for cultural exploration. These results demonstrate our success in not only addressing the initial issue but also setting a best practice example for promoting cultural inclusivity and education in underserved regions. Our initiative continues to grow, with plans for further expansion and innovation to reach even more beneficiaries and drive lasting change.
Strategy to be financially sustainable	Our financial sustainability is built on a multifaceted business model designed to generate revenue while delivering value to our beneficiaries. Here are the key components of our strategy: Diversified Revenue Streams: Ticket Sales: We charge nominal fees for our 3D cinema screenings, making them affordable for our target audience. Educational Partnerships: We can collaborate with private schools

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	Sponsorships and Grants: We seek financial support from both private and public sector organizations to fund specific initiatives and expansion efforts. Membership and Loyalty Programs: We can offer loyalty programs for frequent attendees and members, providing discounts and special access to events. Merchandise Sales: We can sell merchandise related to the content we showcase, such as educational materials and cultural items, to generate additional revenue. Donations and Crowdfunding: Cost Optimization: We maintain operational efficiency by carefully managing equipment maintenance and logistical costs, ensuring a sustainable financial model. Continuous Innovation: We stay up-to-date with the latest 3D and VR technologies, keeping our offerings fresh and relevant to attract a wider audience.

3.	Impact (please complete at least 3 of the 6 sub-sections)
Economic significance	
Replicability and upscaling	
Employment generation	
Inclusiveness	Our best practice is implemented in both rural and urban settings, ensuring inclusivity across diverse communities. We actively involve young workers in our cultural events, fostering social cohesion. Furthermore, our initiatives focus on education for all, with specialized screenings and workshops targeting underprivileged children, promoting inclusiveness in education.
Social impact	Youth Empowerment: Your initiative provides opportunities for young people in Tunisia to access cultural and educational experiences. This can empower them with knowledge, skills, and a sense of belonging within their own country. Community Development: By focusing on cultural awareness and education, your initiative is contributing to the overall development of communities in Tunisia. It can help create a more informed and engaged citizenry. Addressing Migration Challenges: Tackling the issue of illegal migration to Europe by offering hope and opportunities at home is a significant social contribution. It addresses a pressing issue in many communities.
Innovation	Our initiative thrives on innovative business models, utilizing state-of-the-art 3D cinema technology and interactive VR experiences. . Our partnership structures involve collaboration with Culture Delegations of differents regions, schools, and businesses, creating an enabling environment for continuous innovation in the cultural sector.
Environmental sustainability	
4. Challenges and lessons learned	
Challenges	The implementation of our best practice has encountered several challenges, impacting different stakeholders:

	1. Technological Challenges: Adapting to and maintaining 3D cinema technology and VR equipment in rural areas has been a technical challenge. We addressed this by investing in robust, portable systems and providing ongoing training to technicians. 2. Funding and Sustainability: Securing consistent funding to support our activities and growth has been a persistent challenge. We've mitigated this by diversifying revenue streams, seeking grants, and fostering partnerships with local organizations. 3. Community Engagement: Initially, some communities were hesitant about embracing our cultural initiatives. We addressed this by actively involving community leaders and conducting outreach programs to build trust. 4. Operational Logistics: Coordinating mobile projections across varied terrains and regions posed logistical challenges. We established a streamlined logistical process and a responsive communication network.
Lessons learned	Adaptability is Key: Flexibility in adapting to diverse geographical, cultural, and environmental contexts is essential. Each region presents unique challenges and opportunities that demand a tailored approach. Community Engagement is Fundamental: Building trust and collaboration with local communities is crucial. Community involvement in planning and execution ensures project sustainability and acceptance. Sustainability Requires Diversification: Relying on a single source of funding is risky. Diversify revenue streams to create financial stability and weather economic uncertainties. Cultural Sensitivity is a Priority: Respecting and preserving local cultures is paramount. Consultation with cultural experts and the community is essential to maintain cultural integrity. Technology and Equipment Maintenance: Ensuring the functionality and maintenance of technology and equipment in remote areas is an ongoing challenge. Robust systems and scheduled maintenance are vital. Continual Innovation: Embracing innovation is necessary to stay relevant and attract audiences. Stay current with technological advancements and adapt content to changing tastes and preferences.
5. Demographic Information	
Is the organization led by a woman?	Yes
What age is the lead of the organization?	Over 35 years old