CREACT4MED Mapping: Best Practices

Application Number: BP_09

1. Basic info*	
Email Address	marwa@ideasgym.com
Title of the Best Practice	Ideasgym (Alsearag Co.), Marwa Soudi
Name of the Applicant	Marwa Soudi
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	www.ideasgym.com
Country	Egypt;
Subsector	Media (publishing, TV & radio, digital media, film and video, music);
Category	a) Cultural and creative entrepreneurship;
Year of establishment and duration	6/1/2011
Target group of the BP	Focuses on providing Science, Technology, Engineering, and Math (STEM) edutainment experiences to school students , teachers, and parents.
2. Best Practice Characteristics	
Problem Statement	The lack of engagement and interest among students in STEM subjects. Traditional teaching methods often fail to capture students' attention and fail to demonstrate the real-world applications and excitement of STEM fields while teachers face challenging in adopting STEM topics and Edtech tools in classroom and the available content is rare and poor content and lacking digital and STEM pedagogy, curriculum adoption and integration leading to a gap between STEM and Education . This results in disinterest, disengagement, and a decline in the number of students pursuing STEM-related careers.
Mission Statement & Value proposition	Mission Statement: Our mission is to revolutionize STEM education by merging education and entertainment through captivating and interactive edutainment content, we aim to make learning engaging, accessible, and relevant, fostering a generation of curious and empowered individuals who can shape the future through STEM innovation and bring STEM interactive Edutainment content and learning experience to Video on Demand Platforms, T.V Channels, Educational websites and schools. We are committed to inspiring a lifelong love for Science, Technology, Engineering, and Math among students, equipping them with the skills and knowledge necessary to thrive in the digital age At our company, we are dedicated to providing exceptional STEM edutainment content that delivers unique value to our customers and beneficiaries. We have developed a series of engaging, educational interactive videos that seamlessly blend entertainment with STEM (Science, Technology, Engineering, and Mathematics) concepts. Our aim is to make learning available through platforms and reach larger audience in an enjoyable experience for students of all ages while fostering their curiosity and critical thinking skills. 1. Convenience and Accessibility: you can offer the convenience of anytime, anywhere access to educational content. By adding our Edutainment STEM videos to Video on Demand Platforms, Telecoms websites, T.V Channels and schools that

	allow reaching to millions of learners at regional level. We provide students, parents, and educators with a valuable resource that can be accessed at their convenience, fostering continuous learning outside the classroom. 2. Engaging Content: Our videos are designed to captivate young learners' attention by presenting complex STEM topics in a visually appealing and entertaining manner. 3. Educational Value: Each video is carefully crafted by a team of experts, including subject matter specialists and instructional designers. 4. Enhancing STEM Literacy: By featuring our Edutainment STEM videos on your platform, you can contribute to improving STEM literacy among young learners. 5. Broad Audience Appeal: Our content caters to a wide range of audience demographics, from elementary school students to high schoolers and beyond. 6. Real-World Relevance: We emphasize the practical applications of STEM fields, illustrating how they impact our daily lives and future career opportunities. By showcasing real-world relevance, we inspire students to see the value and potential of STEM subjects. 7. Empowering Teachers and Parents: We support teachers and parents with professional development opportunities, guidance, and tools to enhance their STEM teaching and support skills. By empowering educators and parents, we create a collaborative learning ecosystem that maximizes student success. 8. Future-Focused Skills: Our content emphasizes the development of critical thinking, problem-solving, creativity, and digital literacy skills. We prepare students for the challenges and opportunities of the future, equipping them with the competencies required in a rapidly evolving technological landscape.
Results and growth	We produced STEM innovative and interactive Videos and Episodes that suit the edutainment nature of the Video on Demands platforms , Kids T.V channels and Telecom Educational websites. To bring STEM interactive videos and edutainment experiences to Video on Demand (VOD) platforms, we have implemented a comprehensive approach that has resulted in successful outcomes and established our activity as a best practice. Here are the key components of our approach: High-Quality Content Production: We prioritize the production of engaging and informative STEM videos that combine educational content with entertainment value. Our team of subject matter experts, educators, and content creators collaborate to develop visually appealing and interactive videos that effectively convey STEM concepts to students. Interactive Elements and Gamification: We incorporate interactive elements and gamification techniques into our videos to enhance the learning experience. This includes quizzes, challenges, simulations, and hands-on experiments that encourage active participation and reinforce understanding. By leveraging the capabilities of VOD platforms, such as interactive overlays and clickable annotations, we create an immersive and interactive environment for viewers. User Feedback and Iterative Improvement: We actively seek feedback from users, including students, teachers, and parents, to continuously improve our content. Through surveys, user testing, and data analytics, we gather insights on user engagement, satisfaction, and learning outcomes. This feedback informs our iterative content development process, allowing us to

	address any shortcomings and refine our videos to better meet the needs and preferences of our audience. Key Performance Indicators (KPIs) and Results: 1- Viewer Engagement: A- On Shahid MBC Video on Demand Platform, Shahid cover more than 25 countries with millions of daily active users, in 10 Months = Unique accounts = 136,404 Videos Plays= 233,628 (around 2 millions 877 thousands minutes played) B- Telecom Educational platforms (Vodafone Foundation Egypt) = in 6 months, 20,000 Users finished completely the courses 2- Content creation availability: We developed more than 60 STEM topics, 200 + Videos, with more than 20 hours of videos, 1,200 Minutes including: Robots challenge 1: build a moving robot Robots challenge 2: distance sensor Robots challenge 3: touch sensor Robots challenge 4: color sensor Robots challenge 5: tug the war Robots challenge 6: play bowling Robots challenge 7: play sumo Robots challenge 8: virtual robot Robots challenge 9: solve a maze Design your Mobile application, Design your 2 D Game , Design your 3 D Game , Simple programming: make video games , Solar Energy Measuring ,the Wind Sailboats ,Cyber security Cansat ,The Wind tunnel , Content creation , Visual effects in movies , Windmill , Solar cars , Solar oven , Catapult , Design a dome , Making simple boats , Make a submarine , Seven steps: to start a small business and more 3- Learning Outcomes: We evaluate the impact of our videos on students' learning outcomes through project based initiatives, for example, we created competition with Telecom, for students who watched the STEM videos to create their own project and post their videos and outcomes in a small video and this competition included 15,000 Application and the videos of the students also include not only their projects but also their feedback
Strategy to be financially sustainable	Our Business model that Video on Demand platforms, T.V channels, Telecon Companies websites to License our content , by paying fixed annual licensing fees according to the number of videos, minutes and topics regardless of number of viewers , usually in 1 to 3 years contracts. The revenue help us to be sustainable and to produce annually new edutainment content and reach more partners to license our content.

3. **Impact (please complete at least 3 of the 6 sub-sections)**	
Economic significance	Annual Turnover: Our licensing operations generate significant annual turnover through the sale and distribution of STEM edutainment videos. The licensing model allows us to reach a wide audience and monetize our content effectively. The annual turnover reflects the revenue generated from licensing agreements with VOD platforms, educational institutions, schools, and other relevant stakeholders. Usually the contracts in the range of 25,000 USD per partner. Exports: STEM edutainment videos have the potential for international reach, making them exportable products. We licensed our content for example to Shahid MBC in Dubai while their platform reach 25 countries and the number 1 Arabic VOD in the world. This leads to increased exports of our educational videos, contributing to foreign revenue inflows and strengthening the country's balance of trade.

	Economic Impact: The economic impact of our STEM edutainment video licensing activity is substantial. It creates direct and indirect employment opportunities across various sectors, including content creation, production, distribution, and marketing. The licensing model enables collaborations with other businesses, fostering partnerships and driving economic growth within the creative and educational industries. Spillover Effects: The activity generates positive spillover effects on the economy. By producing high-quality STEM edutainment videos, we contribute to the development of a skilled workforce equipped with STEM knowledge and competencies. This, in turn, enhances the country's human capital, promoting technological advancements, innovation, and competitiveness. Additionally, the licensing activity stimulates demand for technological infrastructure, such as high-speed internet, digital platforms, and distribution channels, which further drives investment and growth in the technology sector. Educational Industry Support: Our licensing activity provides financial support to the education industry. Through licensing agreements, educational institutions gain access to engaging and effective STEM educational content, enhancing their teaching methodologies and student outcomes. This, in turn, strengthens the reputation and competitiveness of educational institutions, attracting students and investment.
Replicability and upscaling	The potential of replicability is: 1- Add voice over for other languages than Arabic to include English, French, German and other languages according to partners. 2- We have plans to produce videos in other countries like Germany and other countries to create multicultural content and not only to use one country a production site. 3- Many of our STEM content where created to be ready to be used by other countries and cultures as some production techniques used that no need to minor change to be used when needed as including local person in the video and other aspects of adoption. 4- Educational Settings: STEM Edutainment content can be adapted to various educational settings, including primary schools, secondary schools, vocational training centers, and higher education institutions. The content can be customized to align with different curricula, learning objectives, and age groups. Adaptations may involve modifying the difficulty level, adjusting the instructional approach, and incorporating region-specific examples and applications. 5- Non-Traditional Education: STEM Edutainment content can extend beyond formal educational settings. It can be adapted for use in informal learning environments such as museums, science centers, after-school programs, and online platforms. The content can be designed to complement and enhance existing educational resources and experiences, providing an engaging and interactive supplement to traditional learning methods. We have discussion with partners in Germany and Croatia for example to have pilot projects for adopting our STEM Edutainment content at small pilot scale.
Employment generation	
Inclusiveness	Involvement of Vulnerable Communities:

	We recognize the importance of providing equal opportunities for all, including vulnerable communities such as women, refugees , students with economical challenges, and community schools . Our STEM Edutainment content and our partnership is designed to be accessible and inclusive, considering the diverse needs and backgrounds of these communities. Efforts are made to develop content that addresses their specific challenges and provides relevant examples and role models. With Telecoms we reached 100s of schools in Economical challenges and the Telecom plan to reach 2 million users in the next 3 years, we work with community schools in challenging area, work with Shahid to reach 25 countries, and initiate discussion with UNICEF to include our content for refugees schools, students and teachers on their digital platform. Gender Equality and Empowerment: We are committed to promoting gender equality and empowering women and girls through our STEM Edutainment content. Our content highlights the achievements and contributions of women in STEM fields and encourages girls to pursue their interests in science and technology. We aim to challenge gender stereotypes and inspire young girls to consider STEM careers. Additionally, we strive to ensure gender balance in our content, featuring both male and female characters in diverse roles, and using of Girls Responsive pedagogy: We create the content considering STEM and Gender responsive pedagogies. We focus on women participation from the moment of content creation and partnership, we created robotics reality show showing two girls competing to build their robots, also make sure with partners to include girls in the activities. Education for All: Our objective is to make quality STEM education accessible to all, regardless of socio-economic background or geographic location. We implement our best practice in both rural and urban areas through Telecoms partners to reach local schools and communities to provide access to our STEM Edutainment content as well as they provide internet and computers to be able to access the content. Efforts are made to address infrastructural challenges, such as limited internet connectivity, by developing offline resources and leveraging existing educational infrastructure. Partnerships and Outreach: We actively collaborate with non-profit organizations, community groups, and government agencies to extend the reach of our STEM Edutainment content to vulnerable communities. These partnerships aim to identify and address barriers to access, provide resources and support, and ensure that our content reaches those who need it the most.
Social impact	Community Development: By providing accessible and engaging STEM education, the best practice promotes community development. It equips individuals, especially youth, with knowledge and skills necessary for personal and professional growth. This empowers communities by fostering a culture of learning, innovation, and entrepreneurship. The availability of quality educational content also strengthens educational institutions and local organizations, enhancing their role in community development. Valorization of Cultural Heritage: The best practice can incorporate and celebrate cultural heritage within the STEM Edutainment content. By

	integrating local examples, stories, and traditional knowledge, it not only makes the content more relatable and engaging but also fosters a sense of pride in cultural identity. This contributes to the valorization and preservation of cultural heritage, promoting cultural diversity and intercultural understanding. Reduction of Inequality: The best practice plays a crucial role in reducing inequality by providing equal access to STEM education. It bridges the digital divide by making educational resources available on Video on Demand platforms, ensuring that individuals from diverse socio-economic backgrounds can benefit from high-quality content. By reaching vulnerable communities, including those in remote areas or with limited resources, it helps to level the playing field and provides opportunities for all to acquire valuable STEM knowledge. Promotion of Peaceful and Inclusive Societies: STEM Edutainment content encourages critical thinking, problem-solving, and collaboration, fostering the development of skills essential for peaceful and inclusive societies. By promoting scientific inquiry, it instills a mindset of curiosity, open-mindedness, and evidence-based decision-making. The content also highlights the contributions of diverse individuals and promotes inclusivity, fostering a culture of respect, tolerance, and appreciation for differences.
Innovation	Bringing STEM Edutainment content to video on demand (VOD) platforms involves the utilization of various innovations to address challenges and provide new solutions. Here are the ways in which innovation has been incorporated into the process: Education and Entertainment: Leading a new trend our experience bring STEM Education to Entertainment industry through Video on Demand platforms, and VOD provide not only entrainment and passive videos abut provide STEM practical and interactive content to audience. Innovative Business Models: We have developed innovative business models to effectively deliver STEM Edutainment content through VOD platforms. This includes licensing agreements with VOD providers, educational institutions, and other relevant stakeholders. These models allow for the monetization of content while ensuring wide accessibility and scalability. State-of-the-Art Technology: The use of state-of-the-art technology has been instrumental in delivering a seamless and immersive learning experience. We leverage advanced video production techniques, animation, and interactive elements to create engaging content. Additionally, we employ cutting-edge streaming technology to ensure high-quality video delivery across different devices and platforms. Promotion of an Enabling Environment for Innovation: We prioritize creating an enabling environment that encourages innovation. This involves fostering a culture of creativity, experimentation, and continuous improvement within our organization. We provide resources and support for research and development, allowing for the exploration of new ideas and the implementation of innovative solutions like work new interactive AI content on VOD. Establishment of Innovative Partnership Structures: Collaborative partnerships have been established with various stakeholders to drive innovation in delivering STEM Edutainment content. These partnerships include collaborations with technology companies, educational institutions,

	content creators, and industry experts. By combining expertise and resources, we develop innovative content, explore new distribution channels, and leverage each partner's strengths to create a comprehensive and impactful offering.
Environmental sustainability	Content Level: Many of our topics promote environmental sustainability topics include importance of solar energy, wind energy, and other topics related to the UN goals. Combatting Climate Change: The implementation of STEM Edutainment content on VOD platforms reduces the need for physical distribution of educational materials, resulting in decreased carbon emissions associated with transportation. By leveraging digital platforms, the best practice minimizes the environmental impact of traditional print production and distribution. Additionally, the content itself can address climate change and its impacts by educating learners about environmental issues, renewable energy, conservation practices, and sustainable solutions. Sustainable Consumption and Production Patterns: The best practice promotes sustainable consumption and production patterns by encouraging the use of digital resources instead of physical materials. By delivering educational content online, it reduces paper consumption, energy consumption, and waste generation associated with traditional educational materials. The content also emphasizes the importance of responsible resource management, waste reduction, and recycling, fostering a culture of sustainability among learners.
4. Challenges and lessons learned	
Challenges	VOD: It is a new concept to include Education and STEM Edutainment content to VOD who are used to present only cartoons and passive videos, it takes us some time until we persuade one of the biggest VOD (Shahid) to add Edutainment to the platform and it is now 2 years and annually they ask us for more videos production and the trend to add Education to VOD started to appear Videos production costs: The cost of regular production for such videos are expensive and we used innovative approached to produce the videos at lower cost without Sacrificing the quality
Lessons learned	We learned lessons in media production that allow us planning for future projects like: Including videos for preschoolers, include more reality shows and show kids competition while designing, plan for video productions in sites in Germany and other cities that bring completely new STEM experience to the Audience, plan to have co production with some partners, and plan to get experience and support from programs like yours
5. Demographic Information	
Is the organization led by a woman?	Marwa is a femlae co Founder and leading all the company Content production and pedagogy
What age is the lead of the organization?	Over 35 years old