

CREACT4MED Mapping: Best Practices

Application Number: BP_90

1. Basic info*	
Email Address	elgindylobna@yahoo.com
Title of the Best Practice	Lo Designs
Name of the Applicant	Lobna El-Gindy
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	it's under constriction
Country	Egypt;
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	4/13/2023
Target group of the BP	<p>My project aims to benefit various stakeholders, primarily the government, represented by the Ministry of Environment. Its main goal is to ensure that everyone breathes clean air, free from the carbon dioxide emissions resulting from the burning of fabric remnants and waste. The project targets owners of tailoring workshops and small factories that dispose of fabric waste directly by burning it as trash. Additionally, it seeks to provide employment opportunities, especially for women and girls with lower educational backgrounds. Lastly, the project caters to the final consumers, particularly women and girls who love colors, heritage, and seek unique, eco-friendly, and sustainable artistic pieces.</p> <p>The initiative addresses multiple facets, including environmental concerns, economic empowerment, and promoting sustainable consumer choices. By implementing eco-friendly practices in fabric disposal, fostering employment, and offering environmentally conscious products, it aims to provide clean air and opportunities for a diverse array of stakeholders.</p>
2. Best Practice Characteristics	
Problem Statement	<p>The global problem revolves around fabric waste, a significant issue compounded by the wastage from fast fashion, amounting to 15% of the total fabric waste. These remnants are often disposed of as waste and incinerated, posing a severe threat to the environment. The textile manufacturing process itself is the second largest global pollutant of water and air, contributing to 20% of the world's wastewater and 10% of carbon dioxide emissions, with 15% of fabric waste being incinerated during manufacturing. Fast fashion becomes a catastrophic environmental hazard at all stages and necessitates reduction due to its detrimental impact on the environment and climate.</p> <p>The local issue concerns the decline of the traditional Khayamiyya craft. This decline stems from various reasons, primarily the failure to pass down the craft to the younger generation, the repetitiveness and outdated nature of designs to the point of replication, and its limited usage, primarily confined to furnishings on a very small scale. This has led to its gradual disappearance in the face of modernization and changing consumer preferences.</p>
Mission Statement & Value proposition	I proposed a solution that addresses both issues by introducing the concept of artistic upcycling, specifically targeting leftover fabric and waste typically

	<p>disposed of by harmful burning practices. This solution involves the artistic revitalization of the traditional Khayamiya craft. The strategy includes training a group of women in mastering this craft, expanding its applications beyond limited use in furnishings, and embracing its utilization in sustainable fashion items like clothing, bags, and accessories. This approach results in the creation of unique, contemporary, sustainable, and environmentally conscious heritage fashion pieces. By transforming waste materials into art through this craft, not only is the environmental impact minimized, but it also preserves and promotes a traditional craft in a modern, sustainable context</p>
<p>Results and growth</p>	<p>I have initiated the practical resolution of the fabric waste problem by establishing a network with several tailoring workshops and small factories. Starting initially with two nearby workshops, the initiative has expanded to 25 workshops. Additionally, I receive contributions from workshops in Minya, Alexandria, and Asyut. This initiative focuses on creatively upcycling this fabric waste to produce adorned clothing using the traditional Khayamiya craft, alongside crafting household accessories. Women are being trained to acquire this skill, aligning with the project's mission. The success of this effort can be measured using three indicators:</p> <ul style="list-style-type: none"> The number of trained women. Productivity in terms of clothing and household items produced. Environmental impact, such as the reduction of waste through artistic transformation. <p>These indicators will serve as crucial benchmarks to assess the project's impact, both socially and environmentally, gauging its success in achieving the outlined objectives.</p>
<p>Strategy to be financially sustainable</p>	<p>Sector: Clothing and Textiles</p> <p>Primary Activities:</p> <ul style="list-style-type: none"> Procurement of high-quality raw materials Design development Execution of manual work Partial manufacturing processes Packaging Marketing Sales <p>Key Partners:</p> <ul style="list-style-type: none"> Fabric suppliers Workshops for certain product executions Labor force for specific tasks Support providers and exhibitors such as the Ministry of Antiquities, Ministry of Social Solidarity, MSME Development Agency, and the Industrial Union United Nations and UNDP (support provision) Development institutions (training opportunities or support provision) Private exhibition owners in new cities Shipping and marketing companies <p>Key Resources:</p> <ul style="list-style-type: none"> High-capacity laptop for advanced design software High-quality raw materials Design expertise Skilled labor Specialized design software Technologically equipped workspace Modern energy-efficient machinery

	<p>Primary Products/Services: Clothing, accessories, and household items, including leather-adorned bags Embroidered textile art panels utilizing the traditional Khayamiya craft Handmade bags adorned with natural leather</p> <p>Value Propositions: Revival of the Khayamiya craft, an ancient Egyptian textile art form on the verge of extinction, by modernizing designs and expanding its use to clothing, bags, and accessories. Offering functional, high-quality, and elegant artistic pieces created through manual craftsmanship, utilizing fabric waste for unique, eco-friendly products.</p> <p>Customer Relationships: Direct engagement with customers for sales, fostering strong client relationships and product credibility. Post-sale services to gather feedback and ensure continuous product improvement, including maintenance services.</p> <p>Channels: Heritage exhibitions Open days at universities Social media platforms (Instagram, Facebook), website Distribution in stores complementing the product range Quick response codes on products for instant customer service</p> <p>Customer Segments: B2B clients: Banks and governmental organizations desiring promotional, eco-friendly gifts Egyptian Postal Service: Souvenir gifts for clients and employees Hotels: Textile art panels and furnishings Bazaars, restaurants, and Arab cafes</p> <p>Revenue Streams/Resources: Direct product sales Sale of the artwork service provided with the product Hosting exhibitions and workshops for Khayamiya and other arts</p> <p>These sections outline the primary activities, key partners, resources, products, and customer relationships in the clothing and textiles sector, emphasizing the revival of the Khayamiya craft and its extension into various product lines, such as clothing, accessories, and household items.</p> <p>The financial sustainability of my project lies in the self-funding model I initiated. I invested personal funds, circulated these finances in the market, and then reinvested the returns. This cycle of investment and return has ensured continuous financial sustainability for the project.</p>
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3. Impact (please complete at least 3 of the 6 sub-sections)	
Economic significance	
Replicability and upscaling	<p>The Business Project (BP) exhibits significant potential for replicability and upscaling, offering adaptable solutions transferable to various settings and sectors. The initiative's core concept of upcycling fabric waste through the Khayamiya craft is replicable across different geographic locations and sectors involving textiles, arts, and sustainability.</p>

	<p>Adapting the BP to other settings and sectors would require certain conditions to be met. First, it necessitates a supportive ecosystem comprising partnerships with local workshops, small factories, and relevant stakeholders. Additionally, the initiative would thrive in environments where there's a surplus of discarded fabric material. This condition is crucial for the upcycling process. Adaptations might be needed to suit diverse cultural contexts and economic landscapes. The utilization of traditional crafts may need adjustments to align with specific local artisanal practices. Furthermore, regulatory compliance, access to markets, and public awareness campaigns are crucial factors for successful replication. The feasibility of trialing the BP on a small pilot scale prior to large-scale adoption is highly recommended. A pilot project allows for testing and refinement of methodologies, understanding challenges, and assessing the economic viability and social impact in a controlled environment. It provides an opportunity to fine-tune strategies, identify potential hurdles, and demonstrate proof of concept before extensive implementation.</p> <p>Overall, the BP's concept and practices have substantial potential for replication and upscaling, especially when adapted to suit different contexts and sectors. Through a strategic and adaptable approach, with due consideration to local conditions and necessary adjustments, the project's impact could be extended to various settings and sectors.</p>
Employment generation	<p>The Business Project (BP) has made significant strides in promoting sustained and inclusive economic growth by creating productive employment and fostering decent work, particularly for young people and women. As part of its commitment to inclusive opportunities, the project has focused on training women and girls with lower educational backgrounds, as well as survivors of unfortunate incidents, to provide them with employment prospects.</p> <p>The initiative has successfully trained a group of 20 women, initially starting with 2, with ongoing efforts to expand this number. The objective is to equip them with skills in the art of Khayamiya, thereby creating job opportunities and enabling sustainable work for individuals who might otherwise face barriers to employment due to limited educational backgrounds or traumatic experiences. By training these women, the project aims to offer them a means of livelihood, promoting their economic independence and empowerment.</p> <p>This approach not only generates jobs but also fosters a more inclusive workforce, providing opportunities to individuals who may have limited access to employment due to various challenges. By starting with a small cohort and gradually expanding the training to more women and girls in similar circumstances, the BP aims to have a positive impact on their lives, integrating them into the economic fabric and ensuring a more inclusive and sustainable employment environment.</p>
Inclusiveness	
Social impact	<p>The social impact of the project is reflected in several aspects: Employment Opportunities: Providing job opportunities, especially for women, and offering training in the traditional Khayamiya craft, empowering them with valuable skills and economic independence.</p>

	<p>Preserving Heritage: Reviving and preserving the traditional Egyptian Khayamiya craft, contributing to cultural heritage preservation and passing down this art form to future generations.</p> <p>Environmental Consciousness: Promoting eco-friendly practices by upcycling fabric waste, reducing environmental pollution, and raising awareness about sustainable fashion and product reutilization.</p> <p>Community Engagement: Establishing partnerships with local workshops, factories, and community-based initiatives, fostering collaboration and community engagement for a common cause.</p> <p>Economic Support: Providing economic support and opportunities, especially for smaller factories and artisans, thereby contributing to the local economy and craftsmanship.</p> <p>Skills Development: Offering skill development programs for women, especially those with lower educational backgrounds, enabling them to contribute to the workforce and acquire valuable expertise</p>
Innovation	
Environmental sustainability	<p>The Business Project (BP) is dedicated to fostering environmental sustainability through a multifaceted approach, addressing key concerns such as combatting climate change, advocating for sustainable consumption and production, and promoting the responsible use of marine resources.</p> <p>To combat climate change, the BP has actively reduced the environmental impact caused by fabric waste. By upcycling discarded materials using the Khayamiya craft, the initiative minimizes the carbon footprint typically associated with incineration. This approach significantly mitigates greenhouse gas emissions, contributing to climate change mitigation. Regarding sustainable consumption and production patterns, the BP champions a circular economy model. It harnesses discarded fabric waste from small factories and tailoring workshops, transforming it into exquisite, durable products, thereby reducing resource depletion and promoting reuse. This aligns with sustainable development goals, advocating for responsible consumption and production.</p> <p>Moreover, while the project primarily focuses on fabric waste, it also emphasizes the sustainable use of marine resources indirectly. By repurposing and upcycling materials that might otherwise end up in landfills or oceans, the BP is indirectly contributing to marine conservation efforts. By reducing waste accumulation in land and water bodies, the project aids in maintaining healthier ecosystems and cleaner oceans.</p> <p>The BP's commitment to environmental sustainability isn't merely about repurposing waste; it's about redefining production methods and fostering a mindset of responsible resource utilization, thereby making a valuable contribution to the fight against climate change and promoting sustainable practices in the realms of consumption and waste management.</p>
4. Challenges and lessons learned	
Challenges	<p>The implementation of the Business Project (BP) faced several challenges for the stakeholders involved. Women and girls with limited education and those who were survivors of traumatic incidents encountered psychological barriers. To address this, the project implemented counseling and support programs, providing a safe and supportive environment for their training in Khayamiya. Financial constraints posed a challenge for business expansion. To tackle this, the BP pursued external funding sources, established</p>

	<p>partnerships with local organizations, and initiated crowdfunding campaigns to secure additional financial support for training, workshop expansion, and material procurement.</p> <p>Raising awareness and market penetration proved challenging. Educating potential consumers about the value of upcycled products, especially in a fast fashion-driven market, required strategic marketing efforts, social media engagement, and collaborative events to showcase the uniqueness and environmental benefits of Khayamiya products.</p> <p>The BP addressed these challenges through a holistic approach, offering psychological support for trainees, diversifying funding sources, and implementing strategic marketing to overcome awareness and market penetration challenges.</p>
Lessons learned	<p>The implementation of the Business Project (BP) offered valuable lessons crucial for future endeavors. Firstly, it emphasized the significance of psychological support and safe learning environments for individuals facing traumatic experiences, especially for women and girls with limited education. Providing counseling and support programs at the outset is pivotal to foster a conducive learning atmosphere.</p> <p>Financial sustainability remains a critical lesson. Seeking diverse funding sources and strategic partnerships are essential for overcoming initial financial barriers and ensuring long-term viability.</p> <p>Market education is key. The project learned the importance of educating consumers about the value of upcycled products, necessitating robust marketing strategies and collaborations to promote the environmental and cultural significance of Khayamiya. Lastly, scalability is crucial. Starting small and gradually expanding, while continuously assessing and adapting the model, proved to be an effective strategy. Flexibility and adaptability are paramount for sustainable growth.</p> <p>The BP's experiences underscore the significance of holistic support, financial diversification, market education, and adaptable growth strategies as vital lessons for future implementations.</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