

CREACT4MED Mapping: Best Practices

Application Number: BP_34

1. Basic info*	
Email Address	ennassiri.rachid@outlook.com
Title of the Best Practice	Meteor Airlines
Name of the Applicant	Rachid Ennassiri
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	https://meteorairlines.ma/
Country	Morocco
Subsector	Media (publishing, TV & radio, digital media, film and video, music)
Category	a) Cultural and creative entrepreneurship
Year of establishment and duration	1/1/2016
Target group of the BP	The target group for our Best Practice (BP) is primarily the Amazigh (Berber) communities in North Africa, particularly those with a strong connection to their poetic and musical heritage. It is estimated that there are between 30 and 40 million Berber-speaking people in Africa. These communities have often suffered from unequal access to educational and economic opportunities as well as wider discriminations. ¹ Further, Amazigh was only recognised as an official language by Morocco in 2011, Algeria in 2016 and significant effort is still required to place it on a par with other languages. The BP's approach, which combines rich cultural Amazigh heritage with rock music, creating what we call "Amazigh Rock" most appeals to younger generations. Additionally, our BP has a broader target audience, including music enthusiasts, fans of world music, and those interested in cultural fusion and innovation.
2. Best Practice Characteristics	
Problem Statement	<p>The primary problem we aim to address is the gradual erosion and neglect of the rich poetic and musical heritage of Amazigh communities in Morocco. Over time, Amazigh cultural practices and artistic expressions have been challenged by modernization, globalization, and a lack of platforms to showcase their deep significance. This has resulted in a disconnect between Amazigh youth and their cultural roots, leading to a potential and gradual loss of this invaluable heritage.</p> <p>Second, despite representing a significant part of North African history, identity and culture, indigenous languages have long been frowned upon, and even neglected. Amazigh as a language is fading, barely taught in schools and its speakers face stigma, including barriers to accessing basic services as they cannot communicate in their mother tongue.</p> <p>Thirdly, as humanity faces the ongoing climate crisis, many indigenous practices through their ecological heritage, connection, and respect for natural resources, could be revived to support climate action.</p>
Mission Statement & Value proposition	Meteor Airlines' mission is to rekindle and preserve the vibrant Amazigh cultural heritage of Morocco, addressing cultural erosion and disconnection among Amazigh communities through disruptive Amazigh rock music.

¹ <https://www.ungeneva.org/en/news-media/meeting-summary/2023/11/experts-committee-elimination-racial-discrimination-welcome>

	<p>We believe that by infusing traditional Amazigh cultural elements with contemporary influences, we can make this heritage relevant and appealing to younger generations. This fusion can serve as a bridge between the past and the present, ensuring that Amazigh culture not only survives but thrives and that the sustainable practices its people have promoted for centuries can be rekindled to face the current climate emergency.</p> <p>At Meteor Airlines, our value proposition is clear: we are the driving force behind the revitalization and preservation of Amazigh culture. Through our music, we connect generations, ignite cultural pride, and ensure that the rich tapestry of mediterranean and North African diversity remains intact.</p> <p>By preserving and promoting this heritage in this unique way, we engage and empower communities, providing them with a platform to celebrate their cultural identity and gain recognition for their contributions to the creative and musical landscape.</p>
<p>Results and growth</p>	<p>Here are the key components of our approach, along with three key performance indicators (KPIs) and their results:</p> <p>1/Generate cultural fusion: <u>Approach:</u> to reconnect with our cultural heritage, we set on a journey to collect as many samples of traditional poetry, oral or written, as we could. We recorded, compiled, ordered, and selected those we found as the basis for our artwork. Meteor Airlines through its musicians and artists it could collaborate to create contemporary Amazigh rock music that fuses traditional elements with modern sounds.</p> <p>KPI: Number of recordings made / number of stakeholders met / number of original songs produced.</p> <p>Results: over the past two years, we have produced 25 original Amazigh rock songs, interviewed 20 Amazigh women from the southeast of Morocco including our mothers and recorded 30 audios archiving their singing.</p> <p>2/Youth community engagement and cultural education: <u>Approach:</u> we decided to focus the band's early engagement on youth in the community to test the appeal of our music. For many years, we conducted workshops in Amazigh communities including in our recording studio to engage young people in learning about their cultural heritage as well as assess how strong a vector the songs we wrote might be.</p> <p>KPI: number of cultural engagements/workshops conducted; number of participants reached (physically and virtually); feedback collected.</p> <p>Results: more than 500 Amazigh youth participated in our workshops and learning sessions, gaining a deeper understanding and appreciation of their cultural roots.</p> <p>3/Cultural events and outreach: <u>Approach:</u> Meteor Airlines organized cultural events and concerts that showcased Amazigh rock music both to selected (e.g. Moroccan Amazigh radio) as well as to a wider audience, promoting cultural exchange.</p>

	<p>KPI: in 2023, 150 applications sent to international festivals; attendance at cultural and music events (most recently the 10th edition of Visa for Music and the L'boulevard international festival).</p> <p>Results: our cultural events drew an average of 1,000 attendees per event, creating a significant impact in bridging generations and fostering cultural pride.</p>
<p>Strategy to be financially sustainable</p>	<p>Meteor Airlines' business model is built on a multi-pronged approach that will enable us to be financially sustainable over time:</p> <ul style="list-style-type: none"> - 20% music sales and streaming revenue: we generate revenue through the sale of our original Amazigh rock music albums and singles, as well as through streaming platforms. This income source will allow us to not only cover production costs but also reinvest in future music projects. - 30% live concerts and events: participating or organizing cultural events and concerts featuring our music is a significant revenue stream. The growing popularity of our Amazigh rock music and our commitment to cultural exchange ensures a steady audience turnout, leading to ticket sales, and partnerships with event sponsors. - 10% workshops: we regularly offer workshops and educational programs that provide in-depth insights into Amazigh culture, music production, and history. - 20% donations and grants: Meteor Airlines has successfully secured grants and donations from cultural and musical preservation organizations that share our commitment to safeguarding endangered cultural heritages. These funds help support our core activities and outreach efforts. - 10% merchandise sales: we plan to sell merchandise such as T-shirts, CDs, and other promotional items featuring Amazigh cultural elements. The proceeds from merchandise sales will help cover operational expenses and further promote our brand. - 10% licensing and sync deals²: we explore opportunities for licensing our music for films, documentaries, commercials, and other media projects. These licensing agreements could provide an additional revenue stream and expand our reach. <p>To ensure long-term financial sustainability, we maintain a prudent financial management strategy that includes budgeting, cost control and monitoring, and reinvestment of profits into our music production initiatives. We also continually seek partnerships and collaborations that align with our mission and provide additional revenue sources.</p>

3. Impact (please complete at least 3 of the 6 sub-sections)

² <https://bmda.ma/>

<p>Economic significance</p>	<p>Meteor Airlines has had an economic growth and impact since its creation, contributing indirectly to sub-national economy. Here are some key economic implications of Meteor Airlines activities:</p> <ul style="list-style-type: none"> - Annual turnover: Meteor Airlines has steadily grown its annual turnover over the past three years. In the most recent year (2023), our annual turnover reached 40 000 euro. This revenue primarily comes from music sales, concert ticket sales, merchandise, and grants. - Exports: while we primarily focus on serving the North African and Mediterranean markets, our music has gained international recognition. We have successfully exported our music to countries in Europe, North America, and Asia. - Economic impact: our activities have a direct and positive economic impact on the local Amazigh communities. By organizing cultural events and workshops, we create enabling conditions for local artisans, caterers, and businesses to showcase and sell their products and services. This has led potentially to increased income and employment opportunities within these communities. - Spillover effects: Meteor Airlines, thanks to its music and video clips available online, has had spillover effects on the economy by attracting tourism to the region, which, in turn, boost the hospitality and tourism sectors. This creates a ripple effect, benefiting not only our band but also the wider local economy. <p>Overall, Meteor Airlines has demonstrated its implied significance by generating indirect revenue, exporting Amazigh music globally, and positively impacting local economies. Our commitment to cultural preservation through music has not only preserved the heritage but also contributed to the economic well-being of the Amazigh communities we serve.</p>
<p>Replicability and upscaling</p>	<p>Meteor Airlines' best practice (BP) has a strong replicability potential, and it can be adapted to various settings, geographies, and cultural sectors with the following considerations:</p> <ul style="list-style-type: none"> - Cultural preservation in other regions: the model of infusing traditional cultural elements with contemporary influences, as done through Amazigh rock music in our case, can be adapted to preserve and revitalize the cultural heritage of other communities. - Adopting an ethnological approach: researching and collecting existing artistic material, valued but forgotten, as a foundation for artwork can be applied to many other contexts that build on oral transmission. - engaging youth through workshops and educational programs can be applied to any community looking to reconnect its younger generation with their cultural roots. Adaptations may include tailoring the content to specific cultural traditions. - Adaptations and conditions: replicating the BP in different settings may require adapting the cultural elements and music genre to align with the

	<p>specific culture and traditions. Local partnerships and cultural experts should be engaged to ensure authenticity. Additionally, securing funding and support from local governments or cultural preservation organizations is essential for success.</p> <ul style="list-style-type: none"> - Pilot scale testing: the BP can be tried on a small pilot scale before large-scale adoption. Conducting pilot programs allows for testing and refining the approach in a specific context and ensuring that it resonates with the target concerned community. This step is crucial for understanding the local nuances and challenges. <p>Meteor Airlines' success in revitalizing Amazigh culture through music serves as a valuable blueprint for similar initiatives worldwide. The adaptability of our approach makes it a promising model for cultural preservation and economic revitalization efforts in diverse cultural settings. To replicate and upscale, it is essential to embrace cultural sensitivity, engage local stakeholders, secure necessary resources, and conduct small-scale pilots to refine the approach before full-scale implementation.</p>
<p>Employment generation</p>	<p>Meteor Airlines has made a significant contribution to employment generation, particularly among young people and women, fostering sustained and inclusive economic growth. Here are some key details regarding our impact on employment:</p> <ul style="list-style-type: none"> - Jobs created: Meteor Airlines has created jobs in various areas of its operations. This includes positions in music production, event management, marketing, and administration. 'To date, we have created 25 temporary jobs within our band. (eg during the different phases of recording our incoming Album Agdal³, and the band's music and festival participation). - Music industry opportunities: our music production activities have not only created jobs within our band but have also generated opportunities for local musicians, composers, sound engineers, and recording studios. - Cultural workshops and education: we have collaborated with cultural educators, historians, and artists to lead workshops and educational programs. This has created professional opportunities for individuals with expertise in Amazigh culture, expanding their avenues for income generation. - By creating job temporary opportunities within our and, fostering employment in the local music and cultural sectors, and promoting gender inclusivity, Meteor Airlines has contributed to sustained, inclusive, and sustainable economic growth. We have particularly focused on empowering young people and women, providing them with professional opportunities and helping to bridge the gap between cultural heritage preservation and economic development.
<p>Inclusiveness</p>	<p>We actively involve and empower vulnerable communities particularly our hometown Tinghir in the southeast of Morocco, including women, migrant</p>

³ <https://www.facebook.com/photo?fbid=737891888146561&set=a.465869752015444>

	<p>workers, and young workers. Our workshops and cultural events provide opportunities for individuals from these communities to showcase their talents and share their stories. We have intentionally reached out to and engaged with marginalized individuals to ensure their voices are heard and their contributions valued.</p> <p>Meteor Airlines has made a conscious effort to operate in both rural and urban settings. We recognize that cultural heritage preservation is vital in rural areas, where traditions may be more deeply rooted, but we also engage with urban audiences to bridge the gap between generations and promote inclusiveness on a broader scale.</p>
<p>Social impact</p>	<p>Meteor Airlines has had a profound social impact by actively contributing to community development, the valorisation of cultural heritage, reduction of inequality, and the promotion of peaceful and inclusive societies:</p> <ul style="list-style-type: none"> - Our cultural events and workshops have played a pivotal role in community development. By organizing events in both urban and rural settings, we stimulate economic activity, provide indirect employment opportunities, and strengthen the social fabric of Amazigh communities. We actively engage with local artisans and businesses, boosting their income and contributing to the overall prosperity of the region. - Meteor Airlines is at the forefront of valorising Amazigh cultural heritage. Through Amazigh rock music, we modernize and popularize traditional artistic expressions, ensuring their continued relevance and significance. This fosters a sense of pride and cultural identity among Amazigh youth, preserving and celebrating their heritage for generations to come. - Our commitment to inclusivity and gender equality directly contributes to the reduction of inequality. By providing opportunities through our music projects for women, young workers, and vulnerable communities, we empower individuals who may otherwise face social and economic disparities. This inclusive approach promotes a more equitable society and showcases the value of diversity. - Meteor Airlines' efforts promote peaceful and inclusive societies by fostering understanding, tolerance, and cultural exchange⁴. Our music and events bring together people from diverse backgrounds, fostering intercultural dialogue and harmony. This not only contributes to social cohesion but also serves as a model for peaceful coexistence in regions characterized by cultural diversity. <p>In summary, Meteor Airlines' best practice has a far-reaching social impact that extends beyond cultural preservation. Our members actively contribute to community development, empower marginalized groups, celebrate cultural heritage, and promote peace and inclusivity. Our holistic approach to preserving Amazigh culture demonstrates the profound positive effects that cultural initiatives can have on society.</p>

⁴ <https://www.youtube.com/watch?v=glu5iVuxehE>

<p>Innovation</p>	<p>Meteor Airlines has harnessed innovation in several ways to address the challenges of preserving and revitalizing Amazigh culture:</p> <ul style="list-style-type: none"> - The core of our approach is the fusion of traditional Amazigh music with contemporary rock elements. This innovative genre, Amazigh rock music, not only revitalizes cultural traditions but also makes them appealing to younger generations. It represents a novel, original and unique approach to preserving cultural heritage by blending the old with the new. - We leverage state-of-the-art music production technology to create high-quality recordings and productions. This allows us to maintain the authenticity of traditional instruments and vocals while integrating modern recording techniques, resulting in a sound that is both timeless and contemporary. - Meteor Airlines has successfully utilized digital tools and online platforms to reach a global audience. Our music is available on various streaming platforms, and we engage with our audience through social media, live streams, and digital marketing. This digital presence has helped us transcend geographical boundaries and promote Berber culture worldwide. - We have created an enabling environment that encourages innovation within our band. We foster a culture of creativity and experimentation among our artists, allowing them to explore new musical horizons while staying true to the essence of Amazigh culture. <p>Innovation is at the heart of our mission to preserve and revitalize Amazigh culture. By blending traditional elements with modern technology, reaching global audiences through digital platforms, and fostering a culture of creativity, Meteor Airlines has effectively addressed the challenges of cultural erosion and disconnection while setting an example of innovative cultural preservation for others to follow.</p>
<p>Environmental sustainability</p>	<p>Meteor Airlines is committed to contributing to environmental sustainability in multiple ways:</p> <ul style="list-style-type: none"> - In January 2024, we have released our new album titled "Agdal", this musical, poetic, and visual masterpiece focuses on the rich knowledge of Amazigh people in preserving the environment and natural resources. Through our music and the accompanying visual content, we aim to raise awareness about the urgent need to combat climate change and its impacts on the environment. - Sustainable energy use: we have taken steps to reduce our environmental footprint by powering our latest music residence and rehearsals with solar energy. - Resource conservation: in line with the themes of our upcoming album, we actively promote sustainable consumption and production patterns within our band. We minimize waste, recycle materials whenever

	<p>possible, and encourage responsible resource management during our events and workshops.</p> <p>Meteor Airlines recognizes the critical role that artists and cultural organizations can play in advocating for environmental sustainability. By incorporating environmental themes into our music, embracing renewable energy, and promoting responsible resource management, we aim to inspire positive change and contribute to a more sustainable future for our planet.</p>
4. Challenges and lessons learned	
<p>Challenges</p>	<p>The implementation of Meteor Airlines' best practice faced several challenges:</p> <ul style="list-style-type: none"> - Cultural resistance: some traditionalists within the Amazigh community initially resisted the fusion of traditional Amazigh music with contemporary rock. To address this, we engaged in open dialogues and worked closely with cultural elders to ensure that the essence of Amazigh culture was preserved while appealing to younger generations. - Financial sustainability: maintaining financial sustainability while pursuing cultural preservation was a challenge. We addressed this by diversifying our revenue streams, securing grants and donations, and carefully managing our budget to reinvest in our initiatives. - Global outreach: reaching a global audience with our music and cultural message presented challenges in terms of getting the band to be discovered. We addressed this by extensively applying to festivals and opportunities to showcase our work. <p>Addressing these challenges required a combination of community engagement, adaptability, financial management, and a commitment to inclusivity. Meteor Airlines has learned valuable lessons in navigating these obstacles, which have further strengthened our best practice and its positive impact on Amazigh culture and beyond.</p>
<p>Lessons learned</p>	<p>The implementation of Meteor Airlines' best practice has yielded several valuable lessons for future cultural preservation initiatives:</p> <ol style="list-style-type: none"> 1. Cultural adaptation: balancing tradition and innovation is crucial. While it's essential to modernize cultural practices, it's equally vital to preserve their authenticity and essence. 2. Community engagement: active engagement with the local community and its leaders is essential for acceptance and success. Their insights and support are invaluable. 3. Financial diversification: dependence on a single revenue stream can be risky. Diversifying income sources, including grants and partnerships, helps ensure financial sustainability. 4. Inclusivity matters: prioritizing gender equality and inclusivity from the outset is essential. Empowering marginalized groups fosters a sense of ownership and participation.

	<p>5. Environmental responsibility: considering the environmental impact of cultural events is a growing concern. Implementing sustainable practices, like solar energy, aligns with cultural preservation.</p> <p>6. Global relevance: cultural initiatives should resonate with a diverse, global audience. Clear communication and cultural context are crucial for reaching a broader demographic.</p> <p>7. Education as empowerment: cultural education is a powerful tool for preserving heritage and fostering pride. It should be accessible, engaging, and tailored to diverse audiences.</p> <p>8. Partnerships and collaboration: collaborations with cultural organizations, local businesses, and governmental bodies can amplify impact and resources.</p> <p>Meteor Airlines' journey has demonstrated that effective cultural preservation requires adaptability, community involvement, financial sustainability, and a global perspective. These lessons can guide future initiatives seeking to preserve and celebrate cultural heritage while addressing contemporary challenges.</p>
5. Demographic Information	
Is the organization led by a woman?	No
What age is the lead of the organization?	31 years old