

## CREACT4MED Mapping: Best Practices

Application Number: BP\_67

1. Basic info*	
Email Address	kemet.incubator@gmail.com
Title of the Best Practice	KEMET
Name of the Applicant	Ahmed Mamdouh
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	www.facebook.com/kemethub
Country	Egypt;
Subsector	Arts and culture (cultural heritage, gastronomy, visual arts, performing arts, leisure and recreation, crafts);
Category	a) Cultural and creative entrepreneurship;c) Local and regional cooperation;
Year of establishment and duration	10/26/2020
Target group of the BP	<p>We direct our projects and programs in the fields of arts and creative industries to various groups in society, specifically. Our target market more than 2.5M Creative Makers in Egypt worked in all sectors of creative industries (visual Artists, films, media, animation, handcrafts, tv, theater, visual arts, heritage, music, performance), in ages from 16:60, our target audience contain 60% females &amp; 40% males.; children with disabilities - children from 6 to 18 years old; young male and female artists in the fields of independent music, filmmaking, and performances.” Theatrical and performing arts We also aim to support and assist non-profit institutions, youth initiatives, and projects in arts, culture, heritage, and creative industries. This is in addition to entrepreneurs in creative industries and startups in arts, design.</p> <p>Our additional plan for 2024 is to empower refugee women in Egypt, whose number is estimated at approximately 5 million with an average ages of 20 - 45. Our targeting empowers and supports 55% of those who are residents in Alexandria, Dakahlia, Damietta, Port Said, Damanhur, Kafr el-Sheikh, and Tanta in the following sectors: (creative industries, handicrafts, - culinary cloud kitchens).</p>
1. Best Practice Characteristics	
Problem Statement	<p>After COVID-19 crisis, faces more than 20K registered creative makers and 2.5M unregistered creative makers, including 1.5M women creative makers. No easy way exists to provide, buy, and sell local creative and cultural services and products for them. Particularly visual artists, handcrafters, and all creators working in the sectors of films, performance, designs, animation, and theatre outside the capital cities such as “Alexandria, Siwa, Matrouh, Rosetta, Edku, and Port Said.” When we went to survey and met some of them, we found that they were losing their works, plus they did not center or use art spaces to participate in their creative works. We aim to support entrepreneurs and startups in the creative industries sector to face the challenges facing them in light of economic crises and the instability of local currency exchange rates, in addition to networking among stakeholders to achieve sustainable development by supporting the local creative economy.</p>
Mission Statement & Value proposition	<p>Empowerment of young artists, creative makers, and arts entrepreneurs We invest in local talent by providing workshops, mentorship, and resources to aspiring artists and craftspeople. plus provide art spaces for these such as ( Theater - visual arts exhibition hall - Studio - workspace), plus support them in the implementation of projects and programs in collaboration with Museum of Fine Arts in Alexandria and Creative Center and Arts complex in Alexandria. , We organize visual arts projects to support arts tourism in Egypt on the beaches and in heritage regions after</p>

	<p>that we sell these arts products via exhibitions and hotels or tourism agencies and banks.</p> <p>We work with communities to revive and safeguard traditional crafts and art forms and organize entrepreneurship incubation cycles to help creative maker establish their startups and network with stakeholders and investors. we provide our services totally free for them as an investment, we get a commission of profits after sales of the products and services averaging 15 -25 % per sales process. Mission:</p> <ul style="list-style-type: none"> <li>- To create a platform and entrepreneurship ecosystem in small Mediterranean cities and small towns in Egypt that Empower arts startups and Creative Makers via enhancing and supporting creative economy in Egypt.</li> <li>- Innovate and Push Boundaries in Visual Arts expression, fostering a culture of innovation and experimentation in the visual arts.</li> <li>- Promote Sustainable creative arts and Design by championing eco-conscious practices, ethical production, and responsible consumption.</li> <li>- Revitalize Cultural Heritage and preserve cultural heritage through storytelling, using film and media as a powerful tool for education, awareness, and preservation.</li> <li>- Promote social Communication Through Illustration and Animation To bridge the gap between kids and disabled persons and the public through captivating visual storytelling, making complex concepts accessible and engaging for a broad audience. And exchanging international cultures.</li> </ul>
Results and growth	<p>In the beginning, we work to incubate a number of artists, creative makers, startups, and creative projects to dialogue and discuss with them and find out their needs, then work to guide them and provide them with initial consultations. Then comes the incubation stage, which lasts for a period of 3 months, during which the participating artists present their ideas and various creative projects in the fields (visual arts, handicrafts, animation, performance, theater, folklore show, music, fashion &amp; jewelry design, Cinematography, Videography...etc.). Then, we implemented a number of artistic projects that were incubated, as well as some other creative ideas and programs, in the halls of our partners at the Museum of Fine Arts in Alexandria. These projects were presented to the public, stakeholders, and a number of institutions, organizations, and artistic, cultural, and creative centers. We have already succeeded in marketing many artworks, programs, and projects. As follows during the past 3 years:</p> <ul style="list-style-type: none"> <li>- We started with 5 artists and creative makers in 2020, and then we reached more than 50 participating artists and creators in 2023. About 65% of women and girls the growth rate among participants is about 500%.</li> <li>- We achieved sales in 2020 of about 7,000 euros, expected to reach about 50,000 euros by the end of 2023, with a growth rate of more than 300% from paintings, tourist artwork, music and music concerts, and sales of handicraft products.</li> <li>- We launched the first arts tourism activities in Alexandria in 2023, with the presence and participation of more than 2,500 people. We are also preparing to launch the first Egyptian Summit for the Creative Economy and Creative Industries Entrepreneurship in 2024. It targets attendance and participation of about 5,000 artists and creative makers from all of Egypt regions.</li> <li>- In addition to our partnership with the Museum of Fine Arts, now and in 2024, we have entered into a new partnership with the Greco-Roman Museum in Alexandria to implement several events, activities, and projects during the first half of 2024: the Kemet Festival for popular folklore of the Mediterranean countries; the Tabila Festival for cooking and cuisine of the Mediterranean countries; live drawing on papyrus; and the Mediterranean International Summit for the Creative Economy. MISCE - live show and exhibition of traditional handicrafts; HYPATIA is an art fair for women).</li> </ul>

<p>Strategy to be financially sustainable</p>	<ol style="list-style-type: none"> <li>1. Diversify Revenue Streams: selling artwork, merchandise, or creative products - Provide creative services like consulting, workshops, and custom projects - Seeking funding from international foundations applying for grants – Implementing projects, events, and activities plus organizing music and song concerts.</li> <li>2. Market Research: Understanding our target audience's preferences, pain points, and behaviors. And Tailor our offerings to meet their needs and interests.</li> <li>3. Expanding via establishing Cloud Digital Platforms: create cloud studio to present and provide live streaming concerts, performance shows, films, and animation online and watch it after online booking from anywhere in Egypt.</li> <li>4. Social Media Connection: Utilize social media, e-commerce platforms, and website to reach a wider audience. and Engage with our community through regular updates, content sharing, and interactions with our users and customers.</li> <li>5. Networking and Collaboration: Build relationships with other artists, creatives, startups, governmental organizations, NGOs, Universities, and business firms in our related industry. Plus Collaborate on projects, events, or joint ventures to expand our reach.</li> <li>6. Create a Sustainable Cost Structure: Monitor and control expenses related to production, marketing, and operations. and Look for ways to reduce costs without compromising quality.</li> <li>7. Marketing and Promotion to opening new markets: Invest in effective marketing strategies to increase visibility, drive sales. and Consider influencer partnerships, content marketing, and targeted advertising aims to open new markets and acquisition of new customers increased up to 300%from Egypt, Mena Region for 3 -5 years.</li> <li>8. Focus on Customer Experience: Provide exceptional customer service and ensure a seamless buying experience. Gather feedback and use it to improve your products and services. plus provide sales services to our customers and users.</li> <li>9. Plan for Long-Term Sustainability: Develop of clear business plan and set achievable long-term goals. Be adaptable and willing to pivot our strategy based on market changes and feedback.</li> </ol>
---	---

<b>2. Impact (please complete at least 3 of the 6 sub-sections)</b>	
<p>Economic significance</p>	<p>we contribute significantly to the overall creative economy through their annual turnover: in 2020 of about 7,000 euros, expected to reach about 50,000 euros by the end of 2023, with a growth rate of more than 300% from paintings, tourist artwork, music, and music concerts, and sales of handicraft products. This infusion of revenue directly impacts local economy in Mediterranean cities in Egypt, providing a substantial economic boost for local creative makers and people in these regions.</p> <p>The economic impact extends beyond their direct revenue generation. These products and services often engage a network of suppliers, service providers, and contractors, creating a multiplier effect on the economy. For instance: we help to improve and activate tourist groups in Attendance and buying our events and services by more than 300 guest, we support the indirect hiring of designers, artists, females, and craftsmen, and utilizes logistics services for distribution within our projects and our partners and stakeholders up to 50-80 employees and freelancers in 2023. This ecosystem of activity generates a ripple effect, we are stimulating various sectors of the economy for more than 100 suppliers and service providers. like ( increasing logistics and transportation services, support, and increasing</p>

	<p>environmental raw materials used in creative products, support suppliers..etc.)</p> <p>We also contributed to employing more than 150 women working in traditional handicrafts in one of the popular neighborhoods in Alexandria, "Kom El Shoqafa," to achieve sales of more than \$700 per person every month.</p>
<p>Replicability and upscaling</p>	
<p>Employment generation</p>	<ul style="list-style-type: none"> <li>- Kemet hub one of blue line agency projects has demonstrated a remarkable capacity to promote sustained, inclusive, and sustainable economic growth by reach revenue to 50000 EUR, along with has created over 150 catching productive employment and decent work opportunities. for more than 65 females &amp; 45% Males in fields" designs - handicrafts - visual arts - films &amp; animation".</li> <li>- Furthermore, Kemet has been a catalyst for professional opportunities, particularly for young people and women. It has provided internships, apprenticeships, and mentorship programs, resulting in over 1500 professional opportunities for young individuals looking to gain valuable experience in the creative sector. and bridge the gender gap in the industry by fostering an inclusive work environment, and as a result, more than 60% of its workforce consists of women, spanning from creative leads to project managers, organizers, designers and visual artists.</li> <li>- Through its commitment to sustainable practices, Kemet and Blue Line has made strides towards increasing its environmental mission. It has implemented initiatives, projects and events such as using eco-friendly materials in production of creative artworks depending on use wood, textiles and paper These efforts align with broader sustainability goals, via Kemet Art Symposium &amp; Festival.</li> <li>- Kemet - Blue Line has proven itself as a driver of economic growth, employment, and professional development. By creating a diverse and inclusive workspace, in collaboration with official stake holders: museum of fine arts in Alexandria - ministry of Culture- Ministry of Tourism and antiquities - Egypt tourism Authority - Hilton Hotel Alexandria- Chinese Consulate General in Alexandria - Alexandria Opera House it has not only generated jobs but also paved the way for young people and women. Additionally, its sustainable practices underscore its dedication to long-term prosperity.</li> </ul>
<p>Inclusiveness</p>	<p>In the heart of our urban community, the "KEMET" project has emerged as an exemplary model for promoting societal inclusiveness within the arts and creative industries. With a core focus on involving vulnerable communities in Alexandria and rural regions such as idku city, namely females, students, children and young artists, this project embodies a commitment to equal opportunities, empowerment, and education for all.</p> <p>One of the key pillars of our project is the deliberate inclusion of vulnerable communities in every aspect of the creative process. Through targeted outreach and partnerships with local NGOs, universities, and initiatives, we provide tailored training and mentorship programs, ensuring that these groups have the necessary skills and resources to participate meaningfully in artistic endeavors. This includes workshops in various artistic disciplines, from visual arts to performance arts, fostering both creative expression and economic empowerment and creative entrepreneurship.</p> <p>we strive to create a space where women and girls feel valued and heard. We actively address the unique challenges they face, such as access to opportunities and combating stereotypes. Through networking events,</p>

	<p>exhibitions, and educational initiatives, we champion the work of female artists, promoting their visibility and influence within the industry.</p> <p>Moreover, our commitment to education for all is realized through partnerships with universities, development projects, and cultural community centers. We offer workshops, classes, and apprenticeships that not only expose young workers to the world of arts and creative industries but also provide them with tangible skills that can be applied in their future careers. By nurturing talent from a young age, we contribute to the long-term sustainability of inclusive practices in our industry.</p> <p>While the "kemet" project is based in an urban setting, its principles and practices can be adapted for rural communities. By tailoring outreach efforts and programming to suit the unique needs of different contexts.</p>
Social impact	<p>By supporting community development, preserving cultural heritage, reducing inequality, and promoting inclusivity and peace, the arts contribute significantly to the well-being and progress of societies all regions of Egypt. Kemet has already implemented many social impact programs to support and develop the community, including, for example</p> <ol style="list-style-type: none"> <li>1- Story of Color: It is an animated film for children that was produced with the aim of an educational and awareness-raising message through a story to teach children the theory of coloring and mixing colors by combating the bullying of children with disabilities.</li> <li>2- Heritage Ambassadors: More than 1,000 graduates and students were trained in skills of heritage conservation, tourist and museum guidance and management of artistic and archaeological collections, in addition to engaging some of them in an advanced program as volunteers at the Museum of Fine Arts to play the role of guides and curators for tourists and visitors as well in a number of heritage, archaeological sites.</li> <li>3- Kemet Incubator: More than 20 artistic and creative ideas and projects were incubated in terms of guidance, consultation, technical support, marketing, and project management, in addition to in cooperation with the Fine Arts Complex in Alexandria in the fields of video, documentary photography, and short films - design and production of beads, jewelry and traditional handicrafts - movement performance and theatrical performances - Independent music - graphic and advertising design - photography." This is in addition to providing entrepreneurship programs in the field of arts and creative industries for more than 500 students, graduates, and entrepreneurs in universities, institutes, and colleges.</li> <li>4- Palestine Forever: Now we will prepare to organize a large visual arts exhibition to sell these artworks by directing those revenues to support Palestinians in collaboration with Egyptian Red Crescent to provide for the therapeutic and medical needs of Palestinians.</li> </ol>
Innovation	<p>State-of-the-art technology plays a pivotal role in revolutionizing the creative landscape. Now we building and creating technology projects (virtual reality (VR), and studio Cloud Platform) that have been harnessed to enhance user experiences and create immersive content. For instance,</p> <ol style="list-style-type: none"> <li>1- (Virtual Egypt Museum-VEM): the first virtual museum of Egyptian popular - heritage and traditional handicrafts. To protect and promote endangered Egyptian heritage by means of interactive technology using 3D scanning technology by applying it to visiting tours that popular heritage as a VR experience online within the website. It will allow you the pleasure of wandering inside its halls in the virtual world, as if you were inside a museum of traditional crafts in reality, where you can see a number of unique pieces of popular heritage and traditional Egyptian handicrafts. The museum's</li> </ol>

	<p>website also supports communication with handicraft makers and their places of interest as an atlas and guide to traditional arts and crafts.</p> <p>2- Kemet Studio: Provide studio cloud spaces online as a marketplace by our platform to upload all creative industries' products and services as cloud studios such as " live streaming for concerts and performance and folklore shows, animation, and theater. where Creative Makers Can Create Their online Spaces to upload Products, and Arts Shows and promote them. it works to make money for creative makers via online buying &amp; selling their artworks, products &amp; services., in this platform creates a network and connection between Local Connections to Creative Works – creative makers users &amp; users of creative works. after that, our platform adds value through Creative business management Using management tools &amp; Dashboard for all creative makers' accounts outside the capital cities such as “Siwa - Matrouh - Rosetta - Edku - Port Said.”</p> <p>3- The Chef: in 2024, we aim to establish and launch the first cloud kitchen platform for female chefs who work and prepare culinary foods from their homes to provide and sell their food products.</p>
Environmental sustainability	<p>Kemet has already implemented some ideas and projects related to preserving the natural environment as one of the aspects of sustainability, including:</p> <p>1- Faces: It is an interactive art project and presentation that resulted in the creation of a mobile application. Its goal and purpose is to raise awareness of the dangers of water pollution through an animated film accompanied by an interactive presentation in one of the halls. It is directed to children with the aim of creating a new generation that preserves nature and the surrounding environment to ensure the continuity of life in a safe and stable climate. The idea was developed in the final phase of the project through the design of a mobile application that combines an interactive artistic activity with an in-hall display. This project was supported and funded by the US Embassy in Cairo and the US Department of State.</p> <p>2- Nobar Smart Park: Kemet contributed to developing an initial framework for the idea of Smart Park which is a project to beautify one of the neglected public parks in Alexandria and transform it into an environmentally friendly, creative park by using natural materials in its rehabilitation, represented by wood, glass, and metal, in addition to operating the park by applying solar cells. The most important elements of the park are the presence of an open theater to present artistic performances to the public, green areas with some sculptures for the purpose of beautification and drawing, a glass house that serves as shared artistic spaces equipped with some technological means and the Internet for artists, designers and creative people to work with and present a creative product... etc.</p>
<b>3. Challenges and lessons learned</b>	
Challenges	<p>Creative Makers: Limited access to art spaces, hindered their ability to create and showcase their work. This was addressed through the establishment of cooperation programs with arts complex and Museum of Fine Arts in Alexandria, creative co-working spaces, Alexandria Opera House and mentorship programs to support emerging talent to present their artworks and shows.</p> <p>Creative makers and Financial resources: Risk aversion and uncertainty about the profitability of creative ventures posed obstacles to securing investment. To mitigate this, an entrepreneurship incubator and program were launched to educate creative entrepreneurs and artists, about the potential economic impact of the creative industries and to provide them</p>

	<p>with data-backed insights. plus improve their knowledge and skills about fundraising, management, and investment pitch decks.</p> <p>Audiences and Consumers: Limited exposure to diverse forms of art and cultural products was a challenge. Efforts were made to increase awareness through events, exhibitions, and digital platforms, enhancing accessibility to a wider audience.</p> <p>By addressing these challenges through a combination of policy reforms, capacity-building programs, and increased public engagement, the creative industries in Egypt were able to thrive and contribute significantly to the cultural and economic landscape of the country.</p>
Lessons learned	<ol style="list-style-type: none"> <li>1- Ensure that arts and creative projects in Egypt reflect the country's rich cultural diversity. Embrace inclusivity by involving artists and creators from various backgrounds, regions, and communities.</li> <li>2- Foster active participation of local communities in the planning and execution of creative initiatives. This could include workshops, open forums, and collaborative projects that empower individuals and communities to express their unique perspectives.</li> <li>3- Establish long-term funding models and support systems for the arts. This may involve partnerships with both public and private sectors, as well as exploring innovative financing .</li> <li>4- Invest in educational programs and skill-building initiatives to nurture a new generation of artists, artisans, and creative professionals to foster innovation.</li> <li>5- Leverage technology to enhance the accessibility and reach of creative projects. Embrace digital platforms for exhibitions, and distribution, ensuring that a wider audience can engage with Egyptian art and culture.</li> <li>6- Balance the preservation of Egypt's rich cultural heritage with the encouragement of contemporary and experimental forms of expression. Create spaces and platforms that honor tradition while also pushing boundaries.</li> <li>7-: Develop metrics to assess the societal, economic, and cultural impact of arts and creative projects. This will provide valuable data to refine strategies and allocate resources effectively.</li> </ol>
<b>4. Demographic Information</b>	
Is the organization led by a woman?	kemet leads by men and wmoen leaders
What age is the lead of the organization?	Over 35 years old