

CREACT4MED Mapping: Best Practices

Application Number: BP_73

1. Basic info*	
Email Address	contact@cas.tn
Title of the Best Practice	CAS CREATIVE
Name of the Applicant	Abir Hosni
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	www.cas.tn/au-service-des-startups/programmes-specifiques/cas-creative/
Country	Tunisia;
Subsector	Arts and culture (cultural heritage, gastronomy, visual arts, performing arts, leisure and recreation, crafts); Design (software, advertising, architecture, interior design, graphic design, industrial design, fashion); Media (publishing, TV & radio, digital)
Category	a) Cultural and creative entrepreneurship;
Year of establishment and duration	2/1/2022
Target group of the BP	CAS CREATIVE is a 5 month program for entrepreneurs in sfax, with an idea, prototype or MVP in the fields of ICC mainly audiovisual production, Architecture, Concerts, Museums, Publishing, Crafts and design...
1. Best Practice Characteristics	
Problem Statement	<p>According to the thematic study "State of the cultural and creative industries in Tunisia: potential to begin" (prepared by the BIAT foundation in November 2018): Africa and the Middle East constitute a high potential market for any investment in the creative economy, Tunisia inherits the same characteristics of the Africa and Middle East regions, which has pushed several players to want to explore its potential. Despite a contribution estimated at 0.6% of GDP, several Tunisian creative actors took advantage of the social and cultural transformations that appeared after 2011 to strengthen their activities, and indirectly, their economic impact. Recommendations to push towards an efficient Tunisian creative economy:</p> <ul style="list-style-type: none"> • Invest in distribution channels and facilitate access to creative goods and services • Strengthen the presence of creative goods in education and the media • Accelerate the development of the creative digital ecosystem • Update the legal framework • Bringing the creative economy to the private and public sectors • Encourage healthy competition between all creative actors • Put data at the center of the Tunisian creative economy
Mission Statement & Value proposition	Sfax Business Center Is a structure that offers accompaniment, training, reinforcement for young entrepreneurs, and, we launched this specific program in order to strengthen the ICC ecosystem in Sfax, to reinforce network between ICC actors, and to create innovative and creative projects by offering assistance and support to young ICC entrepreneurs,
Results and growth	<p>CAS CREATIVE's conception is based on workshops (personal development, project management) and focuses on personal accompaniment, the plaing is as follow:</p> <p>1: Sourcing and communication campaign Call for application Info session with the economic and cultural actors in the région 2 interviews in 2 Local radios 21 application forms filled</p>

	<p>selection committee to choose the best profiles</p> <p>Selection of 11 projects</p> <p>2: Reinforcement and coaching program:</p> <p>14 HJ of capacity reinforcement (BMC, Business plan, commercial strategy, soft skills intellectual property, branding)</p> <p>reinforcement of 11 entrepreneurs</p> <p>Approval of 11 BMC</p> <p>Approval of de 11 Stratégies commerciales</p> <p>Ameliorate 11 brands</p> <p>selection committee of 6 finalists</p> <p>1 month of individual coaching to elaborate business plan</p> <p>1 month of individual accompaniment (soft skills and pitching)</p> <p>06 Business plans realized</p> <p>approval of 6 pitch</p> <p>pitch day to select 4 laureates</p> <p>Participation of the laureates in the annual entrepreneurship exhibition</p> <p>conception of 2 promotional and marketing vidéos</p> <p>Digital marketing campaign for laureates</p> <p>Assistance to label</p>
Strategy to be financially sustainable	<p>Sfax Business Center is a public structure that receives an annual grant from the Ministry of Industry, this grant is dedicated to finance a part of accompaniment charges, like to launch programs of reinforcement for different entrepreneurs.</p> <p>Also, it is supported by local partners, through annual sponsoring, besides to adhésion fees from entrepreneurs.</p> <p>In addition to that, Sfax Business Center is an SSO that accompanies startups, we are a partner with smart capital, and thanks to this partnership we will obtain grants through SAIL instrument</p>

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

Economic significance	
Replicability and upscaling	<p>CAS CREATIVE could be extended in 2 levels:</p> <p>1- Geographic: CAS CREATIVE is a potential program for many CCI entrepreneurs from other regions than sfax, actually, we receive applications from tunisian regions as Tunis, Sousse, monasir, also from AFRICA,</p> <p>2- stage of startups: CAS creative in its 3 first editions cover the first stage of life of startup, the very early stage, workshops and accompaniment are dedicated to go from the ideation to label, now CAS CREATIVE could be an acceleration program that offers more support from early growth stage to late stage, thus it will cover the hole entrepreneurial support value chain</p>
Employment generation	<p>One of the objectives of CAS CREATIVE is to energize the entrepreneurial ecosystem and job creation and to encourage female entrepreneurship and the enhancement of women's positions,</p> <p>Through the two editions, we participate to maintain and create 13 jobs, 80% are women</p>
Inclusiveness	
Social impact	
Innovation	<p>CAS CREATIVE encourages innovation through:</p> <p>Partnership with creative actors : The DOT , first innovation HUB in Tunis, Costart and ICUBE, two incubators in Sfax</p> <p>CA Sfax has a new coworking space dedicated to startups</p>

	<p>CA Sfax has a large database of multidisciplinary experts and trainers</p> <p>CA Sfax is supported by FLAT6LABS to reinforce and to develop new programs</p> <p>CAS CREATIVE offers 14 HJ of capacity reinforcement (BMC, Business plan, commercial strategy, soft skills intellectual property, branding)</p>
Environmental sustainability	
3. Challenges and lessons learned	
Challenges	<p>Every new program faces challenges, as CAS CREATIVE was the first program for CCI entrepreneurs in the Sfax region, sourcing was not easy, we worked hard on communication, with our partners to find good and engaged profiles,</p> <p>We launched a strategic communication plan, posters on social media, an info session on line with partners and candidates, and we organized a committee to select best profiles.</p> <p>The second challenge was how to help entrepreneurs to find financment, so we tried to implicate accelerators, finance structures in selection committees, (FLAT6LABS, ATTIJARI BANK; IFT, ministry of Cultural affairs, Solidarity bank of tunisia)</p>
Lessons learned	<p>CAS CREATIVE supported many entrepreneurs in CCI through the 2 sessions, it was a very friutful experience for us as a team, for partners, and for entrepreneurs.</p> <p>As a team, we identified indeed the CCI entrepreneurs' needs, they need more focus on "how to transfer an artistic project to an economic project", we should work more on personal developement and design thinking.</p> <p>Besides, artists rely a lot on grants, this business model should be developed, and they have to think about economic incomes but grants.</p> <p>Also, as a structure we will establish partnerships with financial structures, in order to make the program more attractive, and to help entrepreneurs to find financing.</p>
4. Demographic Information	
Is the organization led by a woman?	Yes
What age is the lead of the organization?	Over 35 years old