

CREACT4MED Mapping: Best Practices

Application Number: BP_76

1. Basic info*	
Email Address	abbas@qalebstudio.com
Title of the Best Practice	QalebStudio
Name of the Applicant	Abbas Al-Asmar
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	
Country	Jordan;
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);
Category	a) Cultural and creative entrepreneurship;
Year of establishment and duration	10/10/2020
Target group of the BP	<p>The primary target group of QalebStudio revolves around non-designer individuals and small businesses within the Arab-speaking community, aiming to enhance their digital presence and branding efforts. Our beneficiaries include entrepreneurs, startups, and SMEs who may not have the financial resources or technical skills to access high-quality digital design products.</p> <p>QalebStudio particularly focuses on empowering young entrepreneurs and women-led businesses, aligning with CREAT4MED's mission to foster sustainable economic growth and job creation in the Southern Mediterranean region. By providing an extensive library of culturally-relevant, user-friendly, and affordable digital design templates and tools, we ensure that these groups are not left behind in the digital transformation era.</p> <p>Our platform facilitates an inclusive environment, breaking down barriers to entry in the digital design space, and enabling our target group to compete on a level playing field, regardless of their background or resources. This not only aids in their business growth but also contributes to the broader economic development and job creation in the region.</p>
1. Best Practice Characteristics	
Problem Statement	<p>The primary problem QalebStudio aims to address is the stark mismatch between the extensive Arab-speaking online user base and the scarcity of high-quality, culturally relevant Arabic digital visual content. Despite the almost 422 million Arabic speakers worldwide, Arabic and Islamic digital content represents a mere 2% of global digital content, highlighting a significant underdevelopment in this domain. This discrepancy hinders the ability of businesses and individuals in Arab-speaking countries to effectively communicate, market, and represent their culture in the digital space. QalebStudio steps in to bridge this gap, providing an extensive library of over 60,000 pre-designed templates and digital products that resonate with Arabic and Islamic aesthetics, ensuring easy accessibility and usability even for those with minimal digital literacy. By doing so, QalebStudio fosters a more inclusive digital landscape, promotes cultural representation, and supports the growth of businesses and communities in the Arab-speaking world.</p>
Mission Statement & Value proposition	<p>QalebStudio is on a mission to revolutionize the digital visual content industry by bridging the gap between the vast Arab-speaking online community and the availability of high-quality, culturally authentic Arabic digital content. As a pioneering platform, we are committed to empowering</p>

	<p>businesses, designers, and individuals, irrespective of their digital literacy levels, with a comprehensive library of over 60,000 meticulously crafted templates and digital products that resonate with Arabic and Islamic aesthetics.</p> <p>Our value proposition lies in our commitment to accessibility, quality, and cultural relevance. We believe in fostering an inclusive digital landscape where Arab culture and Islamic traditions are seamlessly integrated and represented in the digital realm. Our easy-to-use platform ensures that even users with minimal digital skills can effortlessly create professional-grade designs, saving them time, effort, and resources.</p> <p>By strategically placing our products across 11 different sales channels and achieving over a million purchases, we have validated our concept and established a strong market presence. Yet, we remain grounded and acknowledge that we are still in the early stages of our journey. Our freemium business model is tailored to our customers' needs, offering a year of free access followed by a subscription plan, ensuring a balance between accessibility and sustainability.</p> <p>At QalebStudio, we are not just selling templates; we are providing a tool for expression, a platform for representation, and a bridge between cultures. Our products do not just meet the market's needs; they celebrate the richness of Arab culture and Islamic traditions, ensuring that this vibrant community is well-represented in the ever-evolving digital world. We are QalebStudio, your gateway to culturally enriched, high-quality digital content.</p>
<p>Results and growth</p>	<p>Addressing the issue of limited culturally relevant Arabic digital content, QalebStudio implemented a multi-faceted approach to ensure the production and distribution of high-quality, authentic Arabic templates and digital products. Our strategy centered around three main pillars: extensive research and development, user-friendly platform design, and strategic market penetration.</p> <p>Research and Development: We invested significantly in R&D to understand the specific needs and preferences of the Arab-speaking community. This led to the creation of over 60,000 unique templates and digital products, meticulously crafted to align with Arabic aesthetics and Islamic traditions.</p> <p>User-Friendly Platform Design: We developed an intuitive, easy-to-navigate platform, ensuring that individuals with minimal digital literacy could also benefit from our products. Interactive tutorials and customer support in Arabic further facilitated user engagement and product utilization.</p> <p>Strategic Market Penetration: By placing our products across 11 different sales channels, we ensured extensive market coverage, leading to over a million purchases. Our freemium model, offering a year of free access followed by a subscription plan, ensured a balance between accessibility and sustainability.</p> <p>Key Performance Indicators (KPIs):</p> <p>User Acquisition: Over a span of two years, we successfully attracted and registered more than 500,000 users on our platform, exceeding our initial target by 50%. We are currently focusing on increasing our online presence by uploading more content to partnering websites. A significant milestone we achieved is reaching 1 million downloads on Freepik alone, a testament to the growing reach and impact of our work.</p> <p>Customer Satisfaction: Maintaining a customer satisfaction rate of 95%, as measured through customer surveys and feedback, demonstrated the effectiveness of our products and the positive impact on our users' design capabilities.</p> <p>Revenue Growth: Our revenue witnessed a year-on-year growth of 120%, validating our business model and indicating a strong market demand for</p>

	<p>our products. These results underscore the success of our approach and firmly establish QalebStudio as a Best Practice in promoting cultural and creative entrepreneurship in the Arabic digital content domain.</p>
<p>Strategy to be financially sustainable</p>	<p>Our business model at QalebStudio is designed to strike a balance between accessibility and financial sustainability, ensuring that we can continue to provide high-quality Arabic digital content over the long term.</p> <ol style="list-style-type: none"> 1. Freemium Access Model: We offer users a year of free access to a substantial library of templates and digital products. This approach allows users to experience the value of our products firsthand, encouraging them to transition to our paid plans. After the first year, users can opt for a subscription plan to access our complete library and additional premium features. 2. Diversified Subscription Plans: We offer a variety of subscription plans tailored to different user needs, including individual users, small businesses, and large enterprises. This tiered pricing strategy ensures affordability for individual users while capitalizing on the larger budgets of business clients. 3. Multi-Channel Distribution: By distributing our products across various online marketplaces and platforms, we expand our reach and diversify our revenue streams. This approach reduces our dependence on a single channel and mitigates risks associated with market fluctuations. 4. Continuous Product Development: We invest in continuous research and development to regularly update our library with new and innovative products. This commitment to quality and relevance encourages user retention and attracts new subscribers, contributing to our financial stability. 5. Community Engagement and Partnerships: We actively engage with our community of users through social media, webinars, and workshops, fostering a strong brand loyalty. Additionally, we have formed strategic partnerships with educational institutions and design communities to promote our products and increase user adoption. <p>By implementing this comprehensive strategy, QalebStudio has achieved a steady growth in user base and revenue, ensuring our financial sustainability while continuing to support and empower the Arabic-speaking creative community.</p>

<p>2. Impact (please complete at least 3 of the 6 sub-sections)</p>	
<p>Economic significance</p>	<p>QalebStudio holds a substantial economic significance, not only through its direct operations but also via its positive spillover effects on the broader economy.</p> <p>Exports and International Reach: Approximately 95% of our total revenue is generated from users outside our home country, showcasing the international appeal and applicability of our products. Our digital nature allows for easy export of our services, contributing to the globalization of Arabic digital content.</p> <p>Economic Impact: By providing affordable and accessible design tools, we have empowered small businesses and entrepreneurs in the Arabic-speaking community to enhance their digital presence, subsequently boosting their economic activities. This democratization of design tools has had a ripple effect, contributing to the economic vitality of the regions we</p>

	<p>serve.</p> <p>Spillover Effects: QalebStudio’s impact extends beyond direct economic gains. Our platform has played a vital role in nurturing creativity and innovation within the Arabic-speaking community, leading to an increased appreciation and consumption of Arabic digital content. This has spurred the growth of related industries, including advertising, media production, and education, leading to job creation and skill development.</p> <p>In summary, QalebStudio not only demonstrates strong financial performance but also contributes significantly to the economic development of the Arabic-speaking community and related industries, reinforcing the importance of our role in the cultural and creative landscape.</p>
<p>Replicability and upscaling</p>	<p>The replicability potential of QalebStudio is substantial, owing to its digital nature and the universality of its applications in various settings and sectors.</p> <p>Adaptation to Other Settings and Sectors: QalebStudio can be easily adapted to serve different languages and cultural contexts. The core functionality of providing user-friendly design tools remains relevant across various demographics. For example, the platform could be modified to cater to the Latin American market by incorporating Spanish and Portuguese templates and design elements. In terms of sectors, while we currently focus on the Arabic-speaking community, our platform has the potential to serve educational institutions, non-profits, and small businesses worldwide.</p> <p>Conditions for Replication: Successful replication would require a thorough understanding of the target market’s cultural nuances and language intricacies. Additionally, establishing partnerships with local entities and influencers would aid in gaining trust and ensuring relevance. Adequate investment in localization, including translation and adaptation of design elements, is crucial.</p> <p>Adaptations Required: Adaptations would primarily revolve around content localization, customer support in the local language, and possibly, integration with local payment gateways to facilitate transactions. Additionally, marketing strategies would need to be tailored to resonate with the local audience.</p> <p>Pilot Scale Adoption: Before large-scale adoption, QalebStudio can be trialed on a small pilot scale in the selected region or sector. This would involve offering a limited set of localized templates and tools to a specific user group, gathering feedback, and making necessary adjustments. This approach reduces risk, allows for real-time learning, and ensures that the platform is fully aligned with user needs and expectations before full-scale implementation.</p> <p>In essence, with careful planning, cultural sensitivity, and strategic partnerships, QalebStudio has the potential to be replicated and adapted across various settings and sectors, fostering creativity and design proficiency globally.</p>
<p>Employment generation</p>	<p>QalebStudio has demonstrated a strong capacity to foster sustained, inclusive, and sustainable economic growth, directly contributing to job creation and providing professional opportunities, particularly for young people and women.</p> <p>Job Creation: Since its inception, QalebStudio has created over 20 full-time jobs, spanning various roles such as graphic designers, software developers, customer support representatives, and marketing professionals. Our commitment to inclusive employment practices ensures that these opportunities are open to all, regardless of gender or socio-</p>

	<p>economic background.</p> <p>Professional Opportunities for Young People: We have established a robust internship program that targets students and recent graduates, providing them with hands-on experience in graphic design, software development, and digital marketing. Annually, we host approximately 5 interns, with a significant focus on nurturing their skills and offering them mentorship. This program has been a success, with 30% of our interns transitioning into full-time positions within our company.</p> <p>Empowering Women: Women empowerment is at the core of our values, and we are proud to state that 85% of our workforce is female, including key positions in management and creative roles. We have also initiated workshops and training programs specifically designed for women aiming to enter the tech and design industries, further contributing to their professional development.</p> <p>Impact on the Broader Community: Beyond our direct employment opportunities, QalebStudio also indirectly supports job creation and economic growth in the broader community. By providing an affordable and accessible platform for small businesses and entrepreneurs to enhance their branding and online presence, we empower them to attract customers, grow their operations, and, in turn, create additional employment opportunities.</p> <p>In summary, QalebStudio plays a pivotal role in promoting productive employment and decent work, with a significant impact on young people and women, ultimately contributing to the economic vibrancy and resilience of the community we serve.</p>
<p>Inclusiveness</p>	<p>QalebStudio is deeply committed to promoting inclusiveness and ensuring that our initiatives actively involve and benefit vulnerable communities, particularly women, migrant workers, young workers, and those living in rural areas.</p> <p>Gender Equality and Empowerment of Women and Girls: We have implemented policies that ensure equal opportunities for men and women within our workforce. Women represent 85% of our employees, and we have established mentorship programs and training sessions aimed specifically at empowering women in the tech and design fields. Additionally, we offer flexible working conditions and parental leave options to support women in balancing their professional and personal lives.</p> <p>Supporting Young Workers: Our internship and training programs are specifically designed to provide young people, including recent graduates and students, with the necessary skills and experience to thrive in the creative industries. We actively reach out to educational institutions to create pathways for young talent into our sector.</p> <p>Engaging Migrant Workers: Recognizing the unique challenges faced by migrant workers, we have developed inclusive hiring practices to ensure they have equal access to employment opportunities at QalebStudio. We also provide language and cultural integration training to support their transition into the workforce and the community.</p> <p>Rural Inclusiveness: While our main operations are situated in an urban setting, we have extended our reach to rural areas through remote work options and community outreach programs. These initiatives aim to ensure that individuals living in rural regions have access to the same opportunities for professional development and employment as those in urban centers.</p> <p>Educational Initiatives: We are committed to education for all, and we have</p>

	<p>developed online resources and tutorials that are freely accessible, ensuring that individuals, regardless of their location or socio-economic status, can benefit from our expertise and knowledge in the field. In summary, QalebStudio’s practices and policies are aligned with the goal of fostering an inclusive society, actively involving and supporting vulnerable communities, and ensuring equal opportunities for all. Our initiatives contribute to achieving gender equality, empowering women and girls, and providing educational resources for all, reflecting our commitment to inclusiveness and societal progress.</p>
<p>Social impact</p>	<p>QalebStudio’s Best Practice (BP) has generated profound social impact across various domains, positively influencing community development, cultural heritage valorization, inequality reduction, and the promotion of peaceful and inclusive societies.</p> <p>Community Development: We’ve established numerous initiatives that encourage community engagement and collective participation in the creative and cultural industries. By offering workshops, training sessions, and community-based projects, we’ve fostered a strong sense of community, nurturing local talent, and stimulating economic activity. These initiatives have also provided a platform for individuals to connect, collaborate, and contribute to the development of a vibrant and dynamic creative community.</p> <p>Valorization of Cultural Heritage: Our BP places a strong emphasis on the importance of preserving and promoting local cultural heritage. We actively involve local artisans and cultural practitioners in our projects, ensuring that traditional skills, crafts, and knowledge are integrated into contemporary design and artistic practices. This not only helps in preserving these valuable traditions but also contributes to their revitalization and relevance in today’s context.</p> <p>Reduction of Inequality: We are committed to ensuring equitable access to opportunities in the creative and cultural industries. Our inclusive approach ensures that individuals from diverse backgrounds, including those from marginalized and underrepresented communities, have access to training, mentorship, and employment opportunities. This plays a crucial role in reducing inequality and promoting social inclusion.</p> <p>Promotion of Peaceful and Inclusive Societies: Through our commitment to inclusivity, diversity, and community engagement, QalebStudio actively contributes to the promotion of peaceful and inclusive societies. Our initiatives provide a platform for dialogue, exchange, and mutual understanding, fostering a sense of belonging and community cohesion. By empowering individuals through education and economic opportunities, we are helping to build the foundations for a more peaceful, inclusive, and prosperous society.</p> <p>In summary, QalebStudio’s BP has demonstrated a significant and tangible social impact, contributing to the enrichment of communities, the preservation of cultural heritage, the reduction of inequality, and the promotion of peaceful and inclusive societies.</p>
<p>Innovation</p>	<p>QalebStudio has strategically embedded innovation at the core of its Best Practice (BP), utilizing a variety of novel approaches and state-of-the-art technologies to address prevalent challenges in the cultural and creative industries.</p> <p>Innovative Business Models: We have adopted a unique, community-centric business model that fosters collaboration and shared success. By creating a platform where artists, designers, and creative professionals can co-</p>

	<p>create, share resources, and access a wider market, we've established a sustainable ecosystem that benefits all stakeholders. This model ensures financial sustainability while promoting innovation and creativity.</p> <p>Use of State-of-the-Art Technology: Our embrace of advanced digital tools and technologies has played a pivotal role in our success. We utilize cutting-edge software for design, collaboration, and project management, ensuring efficiency, accuracy, and the highest quality in our outputs. This adoption of technology has also enabled us to tap into global markets, connecting local artists and creators with international opportunities.</p> <p>Innovative Digital Tools: QalebStudio has developed and successfully launched innovative digital tools aimed at enhancing creativity and productivity. These tools range from design software to project management applications, tailored specifically to meet the unique needs of the cultural and creative industries.</p> <p>Promotion of an Enabling Environment for Innovation: We actively foster a culture of innovation within our community, providing the necessary resources, training, and support to encourage creative experimentation. Our regular workshops, mentorship programs, and innovation challenges stimulate creative thinking and problem-solving, driving continuous improvement and innovation.</p> <p>Innovative Partnership Structures: QalebStudio has established innovative partnerships with local businesses, educational institutions, and governmental agencies. These partnerships enhance our resource pool, provide access to new opportunities, and create a collaborative network that supports innovation and growth.</p> <p>Through these strategies, QalebStudio's BP has successfully leveraged innovation to address challenges, create new solutions, and ensure the sustainable growth and development of the cultural and creative industries.</p>
<p>Environmental sustainability</p>	<p>As of the current moment, QalebStudio acknowledges that our direct impact on environmental sustainability is limited. Our operations and activities primarily revolve around the cultural and creative industries, and while we are committed to fostering a positive community and economic growth, we recognize that our environmental sustainability efforts require further development.</p> <p>However, it is important to note that we are fully aware of the urgency and significance of addressing environmental sustainability, and we are dedicated to integrating sustainable practices into our business model in the future. We understand the crucial role that businesses play in combating climate change, promoting sustainable consumption and production patterns, and ensuring the responsible use of our planet's resources.</p> <p>In line with this commitment, we are in the process of developing a comprehensive strategy to minimize our environmental footprint and contribute positively to environmental sustainability. This includes:</p> <p>Assessing our Operations: Conducting a thorough analysis of our current operations to identify areas where we can reduce waste, conserve energy, and minimize our overall environmental impact.</p> <p>Promoting Sustainable Practices: Encouraging our community of artists, designers, and creative professionals to adopt sustainable practices in their work and daily lives.</p> <p>Educating and Raising Awareness: Using our platform to raise awareness about environmental sustainability issues and educate our community on the importance of adopting sustainable practices.</p>

	<p>Forging Partnerships for Sustainability: Seeking collaborations with environmental organizations, NGOs, and other stakeholders to learn from their expertise and amplify our impact on environmental sustainability.</p> <p>Innovating for Sustainability: Exploring the potential of integrating innovative solutions and technologies that contribute to environmental sustainability within the cultural and creative industries.</p> <p>While we are at the initial stages of this journey, we are fully committed to playing our part in safeguarding the environment for future generations and integrating environmental sustainability into the very fabric of our operations.</p>
<p>3. Challenges and lessons learned</p>	
<p>Challenges</p>	<p>Throughout the implementation of our Best Practice (BP), QalebStudio faced several challenges that required strategic and thoughtful responses to address effectively. Below are some of the challenges encountered and the approaches we took to mitigate them:</p> <p>Limited Awareness and Engagement: Initially, there was a lack of awareness and engagement from the target communities and stakeholders. To counter this, we launched extensive outreach and awareness campaigns, utilizing social media, workshops, and community events to educate and involve the local population in our initiatives.</p> <p>Financial Constraints: Like many start-ups and SMEs in the cultural and creative industries, we experienced financial constraints. We addressed this issue by diversifying our revenue streams, applying for grants, and establishing partnerships with local businesses and organizations for mutual support.</p> <p>Access to Resources and Training: Our beneficiaries, especially women and young entrepreneurs, faced challenges in accessing necessary resources and training. We developed tailor-made training programs and mentoring sessions, providing the tools and knowledge needed to empower these individuals and enhance their capacities.</p> <p>Resistance to Change: Some stakeholders were initially resistant to the new approaches and innovations we introduced. To overcome this, we ensured transparent communication, showcased successful case studies, and involved community leaders and influencers to advocate for change and highlight the benefits of our BP.</p> <p>By addressing these challenges head-on and maintaining a proactive and adaptable approach, QalebStudio was able to navigate these obstacles and continue on our path towards fostering sustainable and inclusive growth within the cultural and creative industries.</p>
<p>Lessons learned</p>	<p>Over the course of implementing QalebStudio's Best Practice, we have garnered valuable insights and lessons that will undoubtedly shape future projects and initiatives. Below are some of the key takeaways:</p> <p>Community Engagement is Crucial: Building trust and establishing strong relationships within the community are paramount. Regular engagement, open communication, and involving community members in decision-making processes create a sense of ownership and increase the success rate of initiatives.</p> <p>Flexibility and Adaptability: The ability to adapt to changing circumstances and remain flexible in our approach has been vital. This agility allowed us to respond promptly to challenges, innovate our strategies, and ensure the continuity of our initiatives.</p> <p>The Power of Partnerships: Collaborating with local businesses, NGOs, and other stakeholders has amplified our impact. These partnerships have provided additional resources, shared expertise, and created a supportive network that has been crucial to our success.</p> <p>Invest in Capacity Building: Providing training and mentorship to our</p>



	<p>beneficiaries, particularly young entrepreneurs and women, has empowered them and fostered a conducive environment for growth and innovation in the cultural and creative industries.</p> <p>Sustainability and Financial Viability: Ensuring the financial sustainability of our initiatives has been a key learning point. Diversifying revenue streams, seeking grants, and creating value-added services have contributed to our long-term viability and impact.</p> <p>These lessons learned are instrumental for the future scaling and replication of our Best Practice, ensuring we continue to contribute positively to the cultural and creative industries and foster sustainable, inclusive growth.</p>
<p>4. Demographic Information</p>	
<p>Is the organization led by a woman?</p>	<p>the organization led by a woman and founded by a man</p>
<p>What age is the lead of the organization?</p>	<p>Between 16 and 35 years old</p>