

CREACT4MED Mapping: Best Practices

Application Number: BP_82

1. Basic info*	
Email Address	jipoint.design@gmail.com
Title of the Best Practice	Triiiza
Name of the Applicant	Jihene Souabni
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	
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);
Category	a) Cultural and creative entrepreneurship;
Year of establishment and duration	1/1/2019
Target group of the BP	The target group of TRIIIZA is women between ages of 25 and 45 with average incomes, who are passionate about craftsmanship and eco-responsibility. the common interest they share is creativity, authenticity, and sustainability. TRIIIZA offers them artisanal and eco-friendly products that meet their expectations in terms of quality and style, and that aligns with their commitment to cultural preservation and environmental sustainability
2. Best Practice Characteristics	
Problem Statement	<p>The main problem my business aims to solve is the overproduction of textile and its environmental impact in the mediterranean region, the actual model of fast fashion production and consumption have led to excessive textile waste, that depletes finite resources and contribute to waste accumulation.</p> <p>TRIIIZA work on promoting responsible consumption by reducing textile waste through innovative and sustainable practices and circular economy for textile.</p>
Mission Statement & Value proposition	<p>The mission of TRIIIZA is to drive positive change by adressing 2 challenges: combat the overproduction of textile, and rekindle the legacy of ancestral hand crafts.</p> <p>Reducing textile waste by implementingsustainable and innovative circular economy practices. Actions are guided by a profound commitment to environmental sustainability, and consience of the urgent need to reduce textile overproduction.</p> <p>TRIIIZA is also preserving and promoting tunisian ancestral hand craft, wich are cultural tresures, by empowering local artisans and collaborate with them to create economic opportunities, and cultural continuity.</p> <p>Value Proposition of TRIIIZA is offering a unique and sustainable approach addressing environment and cultural heritage, our customers could benefit in different ways:</p> <p>They contribute to reducing textile waste and minimizing their ecological footprint, and promoting sustainable lifestyle.</p> <p>Allowing customers to connect with cultural heritage and support local artisans.</p> <p>Providing customers with high quality timeless products that reflects their sustainable and culturally conscious practices living.</p>

	By choosing TRIIIZA's products customers become catalysts for change, enfluenting their lives and the environment and cultural heritage of mediterranean region
Results and growth	reducing textile waste of our own atelier and an ordinary sewing atelier, and the use of 80% of the faabric waste Artisan empowerment through collaboration with 3 different local artisanal small buisnesses to preserve different crafts (waving, vegetal fibers, embroidery) Growth of sales and the revenue increases 50% between 2022 and the 3rd quarter of 2023
Strategy to be financially sustainable	TRIIIZA employs a business model that combines sustainable product sales, embroidery workshops and collaborative ventures to achieve financial sustainability. our model consists of the following key components: - product sales: it is the primary revenue source - e-commerce platform: Triiiza maintains presence online and throw a marketplace of handmade products,to extend the market reach - embroidery workshops: In addition to product sales I animate embroidery workshops that provides an interactive and educational dimension to the business. this is a source of income and community engagement and share traditonal technics. - embroidery kit sales - collaboration and partnerships: Collaboration with like-minded organizations and artists, this diversify our product range and expand customer base And our financial sustainability is supported by including embroidery workshops, wich add revenue and provide educational service and strength community engagement. Also with innovation and staying current with sustainable practices and evolving with changing market dynamics

3. Impact (please complete at least 3 of the 6 sub-sections)	
Economic significance	
Replicability and upscaling	
Employment generation	
Inclusiveness	3 Traditional crafts (waving, embroidery and vegetal fibers) that were at risk of disappearing have been preserved and are now actievly practiced, contributing to to cultural heritage revitalization we have collaborated with 3 local businesses including 10 artisans (wich more than 70% are women and 75% implemented in rural areas
Social impact	
Innovation	Producing digital tutorial videos to promote the sharing of technique Innovative business model, making a green buisness model special for green buisness we use technology in production process to have efficiency and reduce environmental impact. Machinery and equipement uses less 30% of energy than ordinary ones, helps to transform waste into high-quality products. TRIIIZA fostered a culture of innovation and creativity, experimenting with new ideas to improve sustainability, product quality, and customer experience

	Digital presence on social media and marketplace
Environmental sustainability	<p>Ensure sustainable consumption and production patterns. TRIIIZA promotes a circular economy by transforming 80% of 2 ateliers, cut off fabrics into new products, this practice reduces the need for virgin materials, conserving resources and minimizing waste</p> <p>We had successfully diverted this year 10kg of textile waste from waste to original and unique sustainable products</p> <p>Eco friendly packages: Using a minimalistic and environmentally friendly packaging and minimizing waste</p> <p>Reducing carbon emission and electricity with a production process that guarantees 30% less than conventional fashion production do</p>
4. Challenges and lessons learned	
Challenges	<ul style="list-style-type: none"> - artisans: Many artisans faced difficulties to find qualified workers. communications and supply chain are challenging too. To resolve that we provide training and support to help artisans improve their skills, and regular communication and collaborative workshops - customers: They often found sustainable products expensive, and lacked awareness about the value of upcycled materials. To solve that I try to educate people about benefits of sustainability and cultural significant, and Triiiza's pricing strategy is very competitive - financial sustainability: ensuring sustainability was challenging due to the need for innovative initiatives like embroidery workshops. So I diversified incoming with workshops, collaborations, and digital tools
Lessons learned	<p>The implementation of TRIIIZA's best practices teaches me lessons for future, it teaches me that sustainability is the key, because it not only impacts on the environment but also resonates with conscious customers.</p> <p>I also learned adaptability to changing circumstances and innovate in response to challenges and community engagement. these lessons continue to guide TRIIIZA in 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
6. Reference contact information	
Name of the referee	Cyrine Kalboussi
Nature of the relationship	The contact of reference, Cyrine Kalboussi, has been a mentor through the Minassa Lab program, which is affiliated with INCO. She has offered valuable insights and support for the digital aspects of my business, while Green Digital Skills has contributed to my professional growth and knowledge enhancement.
Affiliation of the referee	INCO
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