

# CREACT4MED BEST PRACTICES AWARD COMPETITION

This information sheet explains how the applicants will use the Best Practice Prize of either 5,000EUR or 2,500EUR. There will be 1 prize winner per country plus special mention prizes of 2,500EUR.

## From Egypt:

- [Almah – a project of the Egyptian Clothing Bank](#)

ALMAH is a local Egyptian sustainable fashion brand that repurposes virgin vintage material into up cycled contemporary high end fashion pieces, curates unique items for resale and produces up cycled fabric swatches for luxury fashion houses. ALMAH is a social enterprise (project of the Egyptian Clothing Bank, an Egyptian NGO) with a business model set for high profit margins - depending on the competitiveness of the ECB collected material sourcing - dedicating all profit to the sustainable provision of functional fitting clothes to deserving children.

- 1st prize: My entity would hire the much-needed branding manager to set a marketing strategy and start implementation before the launch of our Autumn/Winter 2024 collection in September. In addition to setting up in-house photography studio. Output (the expected results to be achieved): More structured marketing activities that would reflect on the collection's sales and materialize the opportunities of export.
- 2nd prize: Set up our photography studio for product shots instead of frequent rentals. Output (the expected results to be achieved): This will help us photograph and archive the thousands of vintage pieces we have, and download these items for sale on our website, resulting in more sales and revenue.

- [AlQalam](#)

Al Qalam, is a community project to spread and teach Arabic calligraphy arts and Islamic decoration in the heart of the historic Cairo. It is a unique learning atmosphere, and encourages students to unleash their creativity by providing a learning space, a design studio, a shop to buy calligraphy supplies and art gifts, and a meeting point for creators and artists. Through its various programs, Al Qalam seeks to promote linear movement through training and education, creating new generations of calligraphers and forming a supportive system, organizing exhibitions and educational seminars, providing tools and written products, marketing and promoting and digitizing art works.

- 1st prize: Provide Laser machine (CO2) for engraving, drawing and blanking on (wood - acrylic - leather - plastic - glass - cladding - cardboard - paper - glass - marble) size: 130\*90, 130 watt. This machine will enable Al Qalam to stage its first in-house production of its main products. For instance, the heads of Arabic calligraphy qalams (pens), accessories, souvenirs, and decorations, in addition to using it in printing and packaging, advertising, etc. This step will

mark a significant departure from the longstanding practice of outsourcing manufacturing, ensuring that the final product meets Al Qalam's criteria and will contribute to a quicker response to the changes in demand. Consequently, the quality will be improved, and the intellectual property rights of the designs will be preserved.

- 2nd prize: The prize will provide Al Qalam's creative space with necessary assets, such as A projector, tables and chairs for the Edutainment workshops, and stands for displaying products & art works. This will enable Al Qalam to develop and work on a large scale in the promoting Arabic calligraphy in cultural tourism in the heart of historic Cairo project, by welcoming and receiving more foreign tourist groups and Egyptian visitors, in addition to the students and the staff of many schools that visit Al Qalam as part of their cultural and entertainment programs to learn more about the art of Arabic calligraphy and decoration. Moreover, this will provide the opportunity for more local craftsmen and calligraphy and decoration artists to display their handmade products and artwork, which will enhance purchasing opportunities, and consequently, increase their income and empower them professionally and economically.

- Creative Industry Summit

Creative Summit is on a mission to revolutionize the creative economy landscape in Egypt. Their mission is to lead a creative revolution that transcends borders, uniting and empowering individuals across the creative economy spectrum. They are committed to educating, connecting, and inspiring creatives while providing a vibrant platform for all stakeholders to thrive. Their vision extends beyond Egypt, encompassing the broader region, but our core belief is that creativity knows no boundaries. They began as a humble community of 200 creatives and expanding exponentially to a thriving network of more than 30,000 in just nine years.

- 1st prize: we plan to bring 1 -2 global experts and speakers to participate at the upcoming Creative Industry Summit that will happen in September. Output (the expected results to be achieved): These speakers will do keynotes and workshops to support in developing and advancing the future generation. They will showcase and train the attendees and therefore there will be development to the individuals and effect on their advancement.
- 2nd prize: we plan to bring 1 global speaker to participate at the upcoming Creative Industry Summit that will happen in September. Output (the expected results to be achieved): The speaker host a workshop to support in developing and advancing the future generation. They will showcase and train the attendees and therefore there will be development to the individuals and effect on their advancement.

- Kemet Hub Incubator

Kemet embodies best practices in the creative industry by fostering innovation, empowering local communities, and promoting inclusivity, especially for women and youth. The project strategically utilizes technology, such as virtual reality and cloud platforms, to enhance artistic experiences and broaden accessibility. With a commitment to education, Kemet invests in skill-building programs and actively engages with diverse forms of art, contributing to a vibrant cultural landscape. By measuring its societal, economic, and environmental impact, Kemet demonstrates a dedication to sustainability and responsible business practices. Collaborations and partnerships further amplify Kemet's influence, making it a key player in nurturing Egypt's creative economy.

- 1st prize: The goal is to develop an online website to assist the CCI economy. The first phase of the project, which is an online exhibition. Dedicated to exhibiting and selling artwork in the

Republic of Egypt. A portion of it will be devoted to fine arts students to display their graduation projects and assist them in selling their artworks while they are studying. The exhibition will be open to all artists from North Africa and the Middle East.

- 2nd prize: support the financing of the Kemet Art Camp Programe which is a project implemented in cooperation with the parent company Blue Line and is based on designing art tourism programs for artists in areas with stunning natural scenery, such as the countryside in Fayoum, the Sinai Mountains in St Catherine or the White Desert and Siwa. This program aims to help artists to produce innovative artistic works in different environments, local communities and diverse cultures inside Egypt, which enriches their artistic works. This award will help us finance the purchase of some tools and equipment that will be considered as assets in developing these programs, which will help us reduce rental costs, which will reduce the overall cost for artists, especially young people. These programs will also encourage local residents to interact artistically with artists. It may also help to create artistic awareness for young people, especially visitors to these tourist destinations in joining, which will enhance artistic practice in society as a whole and develop artistic tourism, which is considered one of the most important elements of cultural influence and diversification.

- Kiliim

Kiliim is an Egyptian social enterprise and lifestyle brand that aims to revive and sustain local, Egyptian crafts and their communities by introducing modern designs to time-honored techniques. The kilims are manufactured in Fowwa, a small village situated along the lush Nile Delta. The craftsmen come from a long line of kilim artisans who consider the craft as part of their heritage. Since 2016, they have partnered with almost 40 artisans, providing them and their families with stable incomes that are 50% higher from the industry average in environments and conditions compliant with World Fair Trade Organization guidelines.

- We recently launched and expanded a line called curated by Kiliim. Intrigued by the impact we've done in Fowa (the village where our weaving workshops are) for the kilim weavers, as we continue our work there, we could only image the potential this kind of collaboration would have on other crafts around Egypt. This led us to launch 'Curated by Kiliim', it is a line of handpicked, handmade home decor items sourced from craft communities across the country. These products from Qena to Fayoum to Luxor tell stories from our cultural heritage from all over Egypt. We also opened two new kiosk outlets in two Majid Alfuttaim outlets in Cairo and the small curated items are the top sellers in these outlet yet they're still under-marketed in our portfolio. We also attended a trade show in New York last February and the small curated items were selling really fast in comparison to rugs. Yet the main insight we got from customers is that they wanted to pick them up right away and didn't want to wait for weeks until they're produced. During the past 3 months we worked with more artisans where we curated and stocked huge numbers of products and we looking for the budget to market those online both in Egypt and abroad. Please check the items in the link: [Curated By Kiliim Archives - Kiliim](#)
  - 1st prize: Hire a digital marketer to push online ads of our new curated lines online in both Egypt and abroad for 4 months.
  - 2nd prize: Hire a digital marketer to push online ads of our new curated lines online in both Egypt and abroad for just 2 months.
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## From Jordan:

- [KUVRD](#)

Founded in 2018, KUVRD create meaningful Arab heritage streetwear rooted in tradition, culture, and history. They are an impact-driven lifestyle brand that speaks to the uniqueness of the Arab identity & culture with designs that pay tribute to the people who make them & the places where they are made, while supporting marginalized communities through sustainable employment & community-based projects. Their inspiration springs from a deep-rooted history that dates back to the family's textile factory in Palestine in the 1950s.

- 1st prize: KUVRD is dedicated to expanding our current initiative, which focuses on broadening the scope of vocational training workshops in Amman, Jordan. We aim to empower refugees and individuals from socioeconomically disadvantaged backgrounds by providing them with valuable skills through training opportunities and sustainable employment opportunities. Specifically, our workshops offer hands-on training in traditional Arab heritage craftsmanship, including techniques such as embroidery and garment construction. Our next workshop will focus on teaching the handcraft application of tassels on our keffiyehs - a traditional scarf once utilized by farmers to shield their eyes from the sun and protect their faces from dirt. Today, the Keffiyeh stands as a symbol of identity, solidarity, and resistance. Given the intricate and time-consuming nature of hand-applying the tassels and the rising demand for our products, we aim to train our current employees and recruit new artisans to work with KUVRD. Through this training, participants will master the traditional craft, ensuring our keffiyehs maintain their authentic quality. Additionally, participants will receive training in quality control protocols to uphold the highest standard for our pieces, minimizing the occurrence of faulty pieces. This comprehensive approach will not only equip individuals with valuable skills for personal and professional development but will also enhance KUVRD's operational efficiency and product quality. Through expanding this initiative, KUVRD strives to make a positive and lasting difference in the lives of individuals and communities in Jordan.
- In terms of outputs from these actions, KUVRD has outlined several overarching objectives. First, our workshops aim to empower participants with advanced skills and entrepreneurial knowledge. By providing hands-on training opportunities, we aim to equip marginalized individuals with the necessary tools to establish sustainable livelihoods within the cultural and creative Industries in Jordan. These workshops not only serve as a platform for skill refinement, but will also provide avenues for individuals to become an integral part of the KUVRD team. We aim to create sustainable employment opportunities that are particularly impactful for marginalized communities in Jordan through our workshops. These workshops will also support KUVRD in meeting current demands for our products, particularly the keffiyehs. Presently, our ability to meet demand is hindered by artisans who are not currently equipped with the necessary skills to craft our hand-tasseled keffiyehs. A focus on craftsmanship as well as quality control ensures the delivery of high-quality products, further enhancing customer satisfaction and market competitiveness. Our initiative extends beyond skill-building to cultivate a supportive ecosystem tailored to the needs of the individuals who participate. We aim to foster a sense of community and belonging among participants, providing them with a supportive network as they embark on their entrepreneurial journey. This communal cohesion is crucial in empowering individuals to overcome socio-economic barriers and realize their full potential. Additionally, our focus on preserving and promoting Arab cultural heritage through

the creation of authentic, handcrafted pieces serves to celebrate diversity and inclusivity while providing meaningful opportunities for marginalized individuals to showcase their talents. Lastly, our commitment to economic revitalization entails fostering self-sufficiency in addition to income generation, contributing to long-term socio-economic development.

- 2nd prize: At KUVRD, we plan to launch a marketing campaign aimed at telling the stories of the artisans who craft our garments and give a platform to the artisans who take part in our workshops. Our strategy involves the creation of short clips that tell the story of each artisan, including their background, what inspires their dedication to the tradition of handmade garments, and how this journey has impacted their lives. To spotlight these narratives, each piece sold by KUVRD will be accompanied by a distinct QR code attached to the tag. With a simple scan, customers will be directed to a landing page, offering insights into the individuals and families of artisans who made their garment thereby creating a deeper understanding of the efforts towards preserving Arab heritage traditions. In addition to showcasing artisanal talent, our social media marketing campaign will serve as a platform for raising awareness regarding the significance of Arab heritage wear and the societal benefits of supporting ethically crafted apparel while also sharing the stories of each artisan. As a result of our social media campaign initiative, KUVRD has outlined several tangible outputs. Our top priority is to raise global awareness surrounding Arab heritage and traditional craftsmanship. In today's interconnected world, where fast fashion dominates, preserving our cultural identity and celebrating the beauty of uniquely crafted pieces is paramount. By expanding our social media outreach beyond promoting our pieces to illuminating the stories of the artisans behind them, we aspire to create a deeper connection between the artisan and the wearer, breaking geographical boundaries and cultural barriers. Our efforts serve to underscore the benefits of supporting ethically crafted apparel, reinforcing the importance of sustainable fashion practice. This approach will foster a deeper appreciation for the tradition and craftsmanship embodied in each piece, ultimately promoting cultural preservation and appreciation on a larger scale. By giving a platform to the artisans who create our pieces and their stories, we aim to inspire customers to make more conscious purchasing decisions. Moreover, as our customer base expands and sales grow, KUVRD will be well-positioned to create more sustainable job opportunities for refugees and marginalized individuals. By providing this platform, we will contribute to economic empowerment and social inclusion within marginalized communities. This not only enhances the livelihoods of individuals but also fosters a community resilience and self-sufficiency. Through these multifaceted outputs, KUVRD is committed to making meaningful and lasting impacts on individuals and communities, both locally and globally

- [Puppets World for the Development of Children](#)

Puppets World is the first and only company in Jordan that aims to educate children and raise their awareness of social, behavioral, emotional, and cultural issues through the interactive mobile puppet theater. Being mobile, the theater reaches remote communities and targets locals, refugees, and disabled children from 4 to 12 years of age, regardless of their regional background. The plays are performed by International certified puppeteers in a fun and enjoyable way using puppets with different shapes and colors, also translated into sign language too Puppets World theater has received many global awards including the Austrian Intercultural Achievement Award 2022.

- 1st prize: Puppets World will operate our recently established ECO puppet theater, the first of its kind in the Middle East, dedicated to raise environmental awareness to children. Through the planned puppet shows we will reach undeserved children in rural areas solidifying our

commitment to fostering environmental stewardship among the next generation. We will also dedicate resources to the development of our equipment and tools used in our shows, ensuring the highest quality performances to deliver even more immersive and captivating experiences that effectively communicate our messages of awareness to children inspiring them to become advocates for positive change in their communities.

- 2nd prize: Puppets World will create puppet making kits that focuses on fostering children's creativity and self-expression. These kits will provide children with the tools and materials needed to design and construct their own puppets, unleashing their imagination and artistic talents. The award will also facilitate the addition of more puppet characters, enriching our puppet show experience and allowing us to reach children from diverse cultural backgrounds. This expansion will enable us to tailor our shows to specific themes and messages, further engaging and educating young audiences.

- Qaleb Studio

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, they empower 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.

- 1st prize: Expansion and Diversification of Digital Library: We will dedicate efforts towards enhancing our collection with more culturally rich templates and mockups. Organize Community Workshops and Training: Implementation of workshops aimed at equipping young creatives and entrepreneurs with essential digital literacy and design skills. Enhance Online Platform: Focus on upgrading our platform to improve accessibility and user experience. Promote Cultural Heritage: Initiate projects that aim at the digital documentation and presentation of the region's intangible cultural heritage. Output: The anticipated results include a broader and more culturally diverse digital content library, increased engagement and empowerment of the youth and entrepreneurs in the region, a more accessible online platform, and heightened awareness and appreciation of the Southern Mediterranean's rich cultural heritage.
- 2nd prize: Focused Library Expansion: Concentrate on developing new templates and mockups that cater to high-demand areas, as informed by community input. Targeted Skill-Building Workshops: Offer specialized workshops for distinct community segments, such as women entrepreneurs and young designers. Output: Expected outcomes encompass a strategically enhanced digital library that meets community needs, leading to greater satisfaction and utilization, and empowered specific groups within the community, fostering diversity in CCI participation and impactful design creation.

- South Band Association for Theatrical Performance

The South Troupe works to spread culture and media, and theater culture in particular, and provides specialized training in acting, writing theatrical scripts, and training related to creating cultural content and cultural management. The band works continuously and throughout the year to provide artistic works and qualitative training through cooperation with several local bodies and international organizations.

- 1st prize: Implementing a specialized training workshop in short script writing and theatrical acting Qualifying 20 young men and women capable of writing short scripts and acting theatre
  - 2nd prize: Implementing a specialized training workshop in theatrical acting. Qualifying 15 young men and women capable of theatrical acting
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## From Lebanon:

- [SAWA For Development and Aid](#)

SAWA for Development and Aid is a Civil Society Organization (CSO) initially founded in December 2011 working with refugees. After working with marginalized communities, SAWA realized the importance of preserving the dignity of families by creating a source of income, especially for women-led households. To meet this need, SAWA launched the Masterpeace project, which aims to preserve the heritage culture of Levantine families through fashion. The Masterpeace fashion line consists of sewing workshops where women produce modern-traditional clothes and home decor items that represent the heritage culture.

- theOtherDada, on behalf of [Studio Madane](#)

Studio Madane, a dynamic Beirut-based youth-led collective, targets intersectional reform by addressing issues at the crossroads of socioeconomic disparities, urban development, and progressive political change. It acknowledges that addressing one aspect alone cannot lead to comprehensive socioeconomic and urban transformation.

- 1st prize: Launch a meticulously designed youth internship program aimed at fostering organizational development, sense-making, and systems thinking in today's shifting paradigms. Output (the expected results to be achieved): The outcome of this investment is twofold. Firstly, it will culminate in the creation of a highly skilled and an up-to-date group of young leaders, well-versed in the intricacies of systems and equipped with the tools to navigate and address organization within Lebanon's complex challenges. Secondly, a stakeholder mapping and market research is going to be used as a practical sense making exercise. These documents will form the baseline of Studio Madane's next interventions within the systems it operates in.
- 2nd prize: Implement a scaled-version of the previously mentioned youth internship program without compromising the essence and goals of the internship program [fostering organizational development, sense-making, and systems thinking in today's shifting paradigms]. Output (the expected results to be achieved): With reduced funding, a smaller cohort of highly skilled and up-to-date young leaders that are well-versed in the intricacies of systems and the tools to navigate and address organization within Lebanon's complex challenges. In addition, a field-focused stakeholder mapping and immediate market research is going to be used as a practical sense-making exercise. These documents will form the baseline of Studio Madane's next interventions within the systems it operates in.

*(A 27th application was selected by the Regional Evaluation Committee. However, it could not be included in the competition due to challenges to formally register the company in Lebanon.)*

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## From Morocco:

- [FeMENA – a project by 4SFEST](#)

Focused on addressing the limited opportunities for emerging artists in the region, especially women and non-binary individuals, the project aims to enhance their skills and navigate the digital-dominated music market. Through immersive residencies, 1-1 sessions, and research papers, FeMENA promotes diversity and advocates for gender equality. Financially sustainable through partnerships and grants, the initiative not only contributes to economic development but also fosters a supportive network for participants. Despite challenges like the COVID-19 pandemic, FeMENA has shown resilience, making it a transformative force in the electronic music landscape.

- 1st prize: we will catalyze the inception of a large networking event uniting musicians, digital artists, performers, and creative entrepreneurs where we will be introducing a new equipment loan system for artists and creative entrepreneurs to use in their professional activities. Results of the action: >>> This funding will enable us to organize the very first edition of this networking event, fostering collaboration and connections among diverse creative individuals and entrepreneurs. >>> It will kickstart a recurring event that will continue to bring together artists and creative/social entrepreneurs in the future. >>> It will provide a concrete solution to artists who lack the resources to invest in expensive equipment with access to professional-grade tools.
- 2nd prize: Ecosystem strengthening and networking /4s' at WOMEX (World music expo) 2024  
What is the action ? Fund mobility and access to WOMEX\* for a female artist from the 4s' network and a member of the 4S team. >>> The idea is to give a Moroccan woman artist the chance to strengthen her networking opportunities and enable the 4s' network to expand its field of partnerships. Results of the action : >>> (1) artist from the 4s' music industry network benefits from mobility and access to Womex sponsored by 4s'. She benefits from this opportunity to build her own network, meet broadcasters, producers, labels and potentially performance dates in the UK. >>> (1) member from 4s' team member from the music industry benefits from mobility and access to Womex sponsored by 4s'. He takes advantage of this opportunity to broaden the scope of possible partnerships for the association. \* WOMEX, short for World Music Expo, is a Berlin-based project for the support and development of world music, whose main event is an exhibition held annually in various European venues. The next one is scheduled for October 2024

- [Au Grain de Sésame](#)

Au Grain de Sésame, an ecological art and design social enterprise, is an initiative of Moroccan artist Asmaa Benachir. Based in Rabat (Morocco) since December 2007, Au Grain de Sésame works to promote sustainable development and respect for the environment. In 2013, using an innovative paper recycling technique, Au Grain de Sésame launched a training programme in ecological and sustainable design to empower women in difficult circumstances in the Rabat and Salé medinas.

- [Meteor Airlines](#)

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. They believe that by infusing traditional Amazigh cultural elements with contemporary influences, they 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.

- 1st prize: Meteor Airlines will initiate an innovative project named "AGDAL residency". This project will be a comprehensive training program focusing on the fusion of Amazigh cultural heritage with climate action through arts. The program will include workshops and mentorship on music production, film-making, and digital distribution, targeting young Amazigh artists aged 18 to 26 in the rural areas and villages of Morocco. The training will integrate environmental preservation themes, aiming to inspire and empower participants to create music that addresses climate challenges. The project will leverage Meteor Airlines' expertise, cultural educators, and environmental activists to provide expert guidance and mentorship. Train at least 30 young artists, equipping them with knowledge on climate change, sustainability in Amazigh culture, skills in music production, film-making, and digital distribution. Produce at least 4 collaborative art projects (songs, films) that highlight the interconnection between Amazigh culture and environmental sustainability. Increase awareness and engagement on climate action within the Amazigh communities through music and cultural traditional expressions, building on Meteor Airlines' latest new album AGDAL1 on Morocco's climate resilience. Establish a social media platform for showcasing the art created, enabling participants to reach a national, regional and global audience. Foster a community of young artists committed to cultural preservation and climate action.
- 2nd prize: Meteor Airlines will focus on a scaled-down version of the "AGDAL residency" project. This will involve conducting targeted workshops on music production and environmental storytelling in Amazigh communities. The emphasis will be on leveraging local resources and talents to create a series of music and short films that promote environmental awareness and the preservation of Amazigh culture. Conduct workshops for at least 15 young artists, providing them with foundational skills in music production and environmental and artistic storytelling. Produce at least 2 art projects (songs, short films) focusing on Amazigh cultural heritage and its relation to environmental sustainability. Create a local exhibition or online showcase of the projects to promote environmental awareness within the community. Strengthen the network of young Amazigh artists focused on cultural and environmental preservation building on Meteor Airlines' latest new album AGDAL on Morocco's climate resilience. Lay the groundwork for future expansions of the project, based on community engagement and interest.

Both proposals align with Meteor Airlines' mission to rekindle and preserve Amazigh cultural heritage, addressing climate change and promoting environmental sustainability through the power of music and arts.

- [MyTindy](#)

MyTindy is a marketplace designed to introduce the world to Morocco's talented craftspeople. Each of their makers produces their goods entirely in Morocco. They work with each brand to review their items, understand their process, and ensure they are producing high-quality pieces. MyTindy's

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<sup>1</sup> <https://www.morocoworldnews.com/2024/01/360116/meteor-airlines-unveils-agdal-album-in-celebration-of-the-amazigh-new-year-2974>

community of makers is able to reach a worldwide audience and they have built a successful, flourishing business.

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## From Palestine:

- [Askadar for Culture and Arts](#)

Askadar is a creative cultural centre in the city of Nablus in the Northern West Bank. The centre opened its doors in March 2017 and has been providing much needed culture and arts activities to the children and teens (5 to 15 years old). Askadar was founded by a group of young artists and entrepreneurs with a goal of educating children in music and dance and giving them a safe, family-friendly environment for them to explore their creativity. Now, Askadar is engaging 150 students in art activities such as: Ballet, Dabka, Music and Drawing.

- 1st prize: purchase a safety flooring system for our kids' playground area. Output: The installation of the safety flooring will significantly enhance the safety measures in our playground, providing a secure environment for children to play without the risk of injuries.
- 2nd prize: partially cover the cost of acquiring the safety flooring for the playground area. Output: Although the coverage will be partial, it will still contribute significantly towards ensuring the safety of the children, albeit on a smaller scale.

- [Tamer Institute for Community Education](#)

Tamer Institute for Community Education is an educational non-governmental non-profit organization focusing principally on the rights to education, identity, freedom of expression, and access to information. Tamer works across the West Bank and Gaza Strip, primarily targeting children and young adults to encourage and deepen opportunities of learning among them. They aim to enhance reading, writing and all forms of expression among children and young adults by supporting Palestinian literature.

- 1st prize: At Tamer Institute for Community Education, our primary goal is to foster and encourage a love for reading among children and youth, particularly in the digital era. To achieve this objective, we are seeking to digitalize the published book titled "Palestinian Visual Journey." This book showcases the works of thirty Palestinian artists, along with their biographies, intertwining them with the broader Palestinian narrative of resilience and creativity in the face of occupation and colonialism. Our proposed action plan involves the following steps: 1. Digitalization of the Book: We will convert the printed version of "Palestinian Visual Journey" into a digital format suitable for interactive access on digital devices. This process will include scanning, formatting, and editing the content to ensure seamless integration into our digital platform. 2. Game Development: We will collaborate with experienced developers to transform the digitalized book into an innovative game. This game will provide children and youth with an interactive platform to explore Palestinian art and culture while honing their creativity and critical thinking skills. 3. Content Creation: In addition to adapting the book's content for the game, we will create supplementary multimedia content, including artwork, animations, and educational materials. This will enrich the gaming experience and provide players with a comprehensive understanding of Palestinian artists and their works. 4. Marketing

and Promotion: We will allocate resources for marketing efforts aimed at promoting the game to our target audience. This will include social media campaigns, partnerships with educational institutions, and outreach initiatives to ensure widespread adoption of the game

- 2nd prize: Fostering creativity and imagination in children through engaging storytelling, is one of the most important goals at Tamer Institute for Community Education. As part of our ongoing efforts, we aim to create animated stories based on our book productions, providing children with an immersive and interactive learning experience. For the second prize, the Tamer Institute will utilize the funds to transform the book "The Latecomers' Queue" into an animated story. This initiative builds upon our previous work in animated storytelling, which has been proven to effectively encourage children to read and learn in innovative ways. "The Latecomers' Queue" narrates the captivating journey of Rima and her friends as they venture back to their school after the end of the school day. Through their adventure, they discover that the school transforms into a magical place beyond the confines of the official system. They embark on a new way of learning, exploring, and rebuilding the school as a vibrant space where they can enjoy themselves and unleash their creativity.

- [Puppets 4 Kids – a project by YesTheatre](#)

Puppets 4 Kids is a puppet theatre based in Palestine creating an enabling environment for the Palestinian children and youth so they can be self-dependent, contribute to the development of Palestine, and be active participants in the development effort of a just and equal society. 88% of Palestinian children are traumatized and afflicted by fear. Puppets can break down barriers and provide an effective means to initiate communication. Puppets 4 Kids have created sustainable jobs whilst contributes to reducing social issues and developing an environment that supports initiatives and artistic projects.

- 1st prize: We aim to recruit and curate experts, practitioners, and potential partners across Palestine. They will contribute their experience and knowledge to this process, which will include workshops designed for young artists. Through this process, they will be able to identify solutions to the main problems they face and develop their products and start-up businesses. Additionally, Yes Theatre will provide grants to cultural entrepreneurs (10 grants: 400 euro). Output (the expected results to be achieved): 4 co-creation workshops, 100 participants. 80 young artists are targeted.
- 2nd prize: We aim to recruit and curate experts, practitioners, and potential partners across Palestine. They will contribute their experience and knowledge to this process, which will include workshops designed for young artists. Through this process, they will be able to identify solutions to the main problems they face and develop their products and start-up businesses. Additionally, Yes Theatre will provide grants to cultural entrepreneurs (10 grants: 200 euro). 2 co-creation workshops. 50 participants. 40 young artists are targeted.

- [Warm Home](#)

Warm Home aims to address the economic marginalization and limited opportunities faced by youth and women in Palestine, particularly in the West Bank. These individuals encounter difficulties in accessing markets, lack necessary training, and struggle to establish sustainable businesses in the fields of culture and traditional handicrafts. Warm Home provides targeted support, training, and resources to empower youth and women in the field of handicrafts, enabling them to create

sustainable livelihoods, preserve cultural heritage, and contribute to comprehensive economic development in the region.

- 1st prize: implementing art therapy workshops for children in Palestine, utilizing techniques such as drama and visual arts. Given the current challenging circumstances in Palestine, these workshops aim to alleviate stress and trauma among children, facilitated by local artists and mental health professionals. Output (the expected results to be achieved): Increased accessibility to mental health support for vulnerable Palestinian children. Strengthened community bonds and resilience through creative expression. Nurturing local artistic talent and therapeutic expertise. Tangible improvements in participants' mental health and well-being, evaluated through pre- and post-program assessments. Establishment of a sustainable program model through capacity-building and collaborations with local stakeholders.
- 2nd prize: develop a digital platform highlighting Palestinian cultural heritage and the creative endeavors of artisans and entrepreneurs in the region. This platform will serve as an e-commerce hub for authentic handicrafts, traditional products, and innovative services, empowering local artisans and enhancing their global visibility. Output (the expected results to be achieved): The anticipated outcomes and benefits of this action include: Expanded economic opportunities for Palestinian artisans, particularly women and youth, by connecting them with a wider market. Preservation and promotion of Palestinian cultural heritage and artisanal craftsmanship. Facilitation of cross-cultural exchange and appreciation of Palestinian arts and crafts. Generation of sustainable income and livelihoods for local communities. Augmentation of Warm Home's network and influence within the cultural and creative landscape of the region

- Smart Art for Training, Entrepreneurship and Development /associated Talleh Cultural Centre

Smart Art focuses on entrepreneurship, graphic design, and marketing training. Their beneficiaries include aspiring entrepreneurs, small business owners, marketing professionals, graphic design enthusiasts, students, educational institutions, career-focused professionals, and local communities. Smart Art equips these individuals with essential skills to advance their careers, promote business growth, and foster economic development in their regions.

- 1<sup>st</sup> prize: Online presence and training program optimization: Enhanced Online Presence: - Invest in website optimization for a user-friendly experience. - Implement SEO strategies to improve online visibility. 2. Craft Documentation and Booklet Printing: - Document three undocumented traditional crafts in Palestine. - Print booklets featuring these crafts as tangible resources. 3. Video Production for Online Training: - Produce high-quality tutorial videos for the online training program. - Involve local artisans in the video production process. 4. Marketing and Outreach: - Execute digital marketing campaigns to promote online training. - Boost social media posts to reach a wider audience. Output: 1. Improved online platform with enhanced functionality. 2. Tangible booklets featuring three undocumented crafts. 3. High-quality tutorial videos for the online training program. 4. Increased visibility and awareness through strategic marketing
- 2<sup>nd</sup> prize: Artisan Empowerment and Community Engagement: - Provide workshop supplies for traditional craft workshops. - Organize community events to showcase Talleh's products. 2. Educational Collaboration and Booklet Distribution: - Collaborate with schools to integrate traditional crafts into the curriculum. - Distribute booklets documenting crafts to schools. 3. Video Production and Artisan Participation: - Extend the video production initiative to cover additional crafts. - Capture artisans' stories and experiences in short videos. 4. Local Media Partnerships: - Collaborate with local media outlets to feature Talleh's initiatives. -

Leverage media coverage to boost local sales. Output: 1. Empowered artisans with necessary workshop supplies. 2. Increased cultural awareness through community events. 3. Integration of traditional crafts into school curricula. 4. Additional video content showcasing artisan stories. 5. Enhanced visibility and increased local sales through media partnerships

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## From Tunisia:

- CAS CREATIVE

CAS CREATIVE is a 5 month program for entrepreneurs in Sfax, Tunisia, with an idea, prototype or MVP in the CCI mainly audiovisual production. The program addresses economic growth challenges outlined in a thematic study on Tunisia's cultural and creative industries. CAS CREATIVE encourages innovation through partnerships and envisions geographic and stage-wise expansion. Successful collaborations with partners like KIDDO CHEF and the French Institute of Tunisia exemplify the program's impact on job creation and female entrepreneurship.

- 1st prize: Launch CREAT'UP, a program designed to support creators of innovative projects in the cultural, creative, and digital industries to obtain the Act startup label. The Creative and Cultural Economy has tremendous potential for the Tunisian economy, particularly in terms of job creation. It could serve as a significant driver for reducing regional and economic disparities. However, only 9% of labeled startups in Tunisia are in the Creative Tech sector (Smart Capital Report 2021). Through three editions of its CAS CREATIVE program, the Sfax Business Center has identified the potential of startups in ICC, which require specialized support focused on labeling and development. Our program provides entrepreneurial reinforcement and personalized support for 10 ICC entrepreneurs in Tunisia through: Entrepreneurial reinforcement (BMC validation, market research and marketing, pitching...) Support for the development of business plans, Assistance in preparing the dossier for obtaining the AIR grant, Assistance in preparing the dossier for obtaining the Startup Act label/pre-label, Networking and assistance in accessing finance.
- 2nd prize: launch BOOT CAMP IDEATION "boost your creativity" Description: Ideation boot camp for young entrepreneurs to boost them towards creating creative and digital cultural projects. The call for applications will be launched in collaboration with the 4C centers of the Higher Institutes of Computer Science and Multimedia in Sfax, the Higher Institute of Arts and Crafts in Sfax, the Higher Institute of Music in Sfax, and in partnership with the Regional Directorate of Cultural Affairs, to recruit 15 candidates who will participate in the boot camp. Objective: Through the boot camp, 15 young individuals (idea bearers, students, etc.) will be challenged to boost their creative spirit, reflect on innovation, and think of innovative ideas in the cultural domain to develop their entrepreneurial skills and reveal their potential. This boot camp aims to discover new talents, strengthen teamwork spirit, and stimulate creativity through workshops on creativity, design thinking, and an introduction to project management. Output (the expected results to be achieved): Raise awareness among students and entrepreneurs about cultural and creative industries. Boost participants' creative spirit. Identify new entrepreneurs in cultural and creative industries (ICC). Energize the entrepreneurial ecosystem in ICC in the Sfax region

- CousCous Publishing House

Couscous Publishing House Couss et Co publishing house is a social company, co-founded in 2012 by Tunisian artist Rym Jâafra and author Yassine Ellil. They are specialized in the publication of comic books and magazines and have recently launched the comic book series “The Door of the Sea”. The aim of the series is to manage tolerance and improve the acceptance of cultural diversity in children, battling against the challenges posed by technology and quick access to information.

- 1st prize: Our social enterprise Couscous Publishing House will use the prize money of 5000 euros to invest in the printing of 10000 copies of issue n°4 of the magazine of comics ‘The door of the sea’, ‘باب البحر’, which aims to educate children aged 6 to 11 years to tolerance and intercultural dialogue. 20% of the sale price of the publication will be devoted to improve infrastructure, installing libraries and purchasing supplies in public primary schools located in marginalized and difficult neighborhoods. If we win the CREAT4MED prize, we will expand our distribution and sale sphere of the magazine to reach children enrolled in public primary schools located in rural and urban areas facing increasing poverty and regional inequalities in North-West Tunisia: Beja, Kef, Jendouba and Siliana. Output 2. Create job opportunities for artists: Unemployment hits Tunisia hard and even artists, those who try to work in the field of comics cannot find any publishing house to publish their works. We will create job opportunities for young artists, cartoonists and graphic designers. With our expansion for the school year 2024/2025, we will be able to hire 2 cartoonists, 2 drivers for the distribution of the magazine and a graphic designer (a woman). Output 3. Raise awareness of children about the protection of the environment. Protecting the environment is of the utmost urgency. The company Couscous publishing house publishes the magazine of comics ‘The door of the sea’ for children aged between 6 and 11 years old to educate them about environmental protection by using comics as a didactic and playful medium. If we win the prize, we will use the money to print the 4th issue of the magazine that highlights the importance of water. Each issue will care about 6 themes: Deforestation, the importance of water, reduce plastic waste, explore and enjoy nature, climate change, biodiversity loss and soil degradation that affect human health. The main objective to address these issues is to make children aware of the need to preserve environmental resources and the possible actions they can take from an early age, wherever they are. Thus, in the year 2024, our objective is to make children aware of the importance of not wasting water. Through different educational sections and fantastic stories, children will have access to quality content, in particular: The comics ‘Lina’ written and draw by author Yassine Ellil in which the Tunisian little girl wants to save the planet earth, the story addresses the problem of wasting water and the need to preserve it, followed by an educational column on the protection of the planet. When children learn to appreciate the world from a young age, they are more likely to help protect our land for future generations to come. Generating a passion for the protecting planet early on makes a big difference in influencing children’s future-environmentally friendly habits. By reading our magazine ‘The door of the sea’, kids and parents can take a number of steps to help their children to learn about the world and caring for our environment. Output 4: Educate children to tolerance and strengthen the sense of belonging to national identity by using comics as a medium of intercultural dialogue Each issue of the magazine “The Door to the Sea” treat with the problem of intolerance that can develop in children. Educators and parents could use the magazine as a guide to open

dialogue with the child about the benefits of tolerance. Thus, this magazine encourages intercultural dialogue, because it explains the problem to the child and teaches him the acceptance of diversity from an early age. These issues were addressed by: Comics and educational sections. What is innovative in our project of a magazine of comics, is that we value the Tunisian cultural heritage in all the comics and sections. The most adequate way to arouse the interest of the child is the use of comics, because it is an Art which brings together image and writing in a fun way and stimulates the imagination of the child. The magazine aims to promote comics in Tunisia and seeks above all to fascinate children for the 9th Art by arousing their curiosity based on sections and comics that reflect the daily life and the Tunisian environment. Through the magazine 'The door of the sea', we deal with the Tunisian identity in all the comics and columns. This identity is a mixture of several Mediterranean and other cultures. Thus, the child who read this magazine will be aware of the diversity of his heritage and will be guided to understand and accept other cultures, not only to tolerate them, but also to benefit from their richness. The 'Sea Gate' is the name of a monument located in the center of the capital Tunis. It was named after this gate which is oriented towards the sea. This monument connects the old Arab city of Tunis and the part of the city built by the Europeans. We therefore chose this name for the title of the magazine in order to express Tunisia's openness to the cultural riches of the civilizations of the Mediterranean and elsewhere. Output 5. Intervention of cartoonists in public primary schools for the promotion of the magazine of comics 'The door of the sea' With the prize money, we will continue our adventure to ensure interventions in public primary schools in order to increase the number of children who buy our magazine 'The door of the sea'. Our team took an original and innovative approach to promote the magazine to children. Cartoonist Rym Jâafra and author artist Yassine Ellil visited state primary schools, they presented school after school, class by class, the heroes of the comics and they gave drawing demonstrations on the boards. This approach bore fruit, because on average 15% of children in targeted schools bought the magazine and currently, we have already managed to maintain 15000 children buying the magazine in the capital Tunis. These interventions in schools demonstrated a passion for drawing and writing among children. The capital Tunis has 200000 children enrolled in public primary schools. Our dream is to reach 100000 copies sold in the next 4 years. We are a team made up of talented, dynamic and ambitious young artists, passionate about the art of comics and we want to pass on our passion to children.

- [DALL by NET INFO](#)

Digiart livinglab, a creative platform for social and open innovation certified by ENoLL (European Network of Living Labs). The D.A.L.L is located right in the centre of Nabeul, next to the Jarre (a symbol of the town's heritage). The D.A.L.L. is a space for talented people from the region who want to develop their creative spirit and produce creative, innovative projects that have a social impact and use creative and digital technologies (3D, video games, virtual reality, augmented reality, IoT, etc.). The project is supported by NET-INFO, the School of Art and Technology (<https://3dnetinfo.com>) and the Tunisian creative technology association CREATEC.

- 1st prize: To organize event titled " Tech Harmony: Innovating for Prosperity and Wellness " This event is designed to showcase the remarkable projects and success stories that have emerged from our Living Lab, illustrating the impactful contributions of our collaborative model to local communities and its potential for application across Africa. The event will feature a diverse range of activities including expert-led presentations, interactive workshops, and panel

discussions involving our team, community members, and key stakeholders. Additionally, an exhibition will be organized to display our efforts in merging traditional knowledge with modern technological innovations to achieve sustainable development. This initiative aims to serve as a vital platform for exchanging knowledge, facilitating networking opportunities, and fostering collaborations, welcoming entities from various regions interested in learning about or adopting our Living Lab approach. By hosting this event, we anticipate achieving several significant outcomes: 1. Enhanced visibility of our Living Lab's projects and successes, attracting interest from potential partners and funders who can support our expansion or replicate our model in other regions. 2. Establishment of a networked community of practice among African Living Labs and similar entities, fostering regional collaboration and exchange of best practices in innovation and community development. 3. Strengthened relationships with local community members and stakeholders, reinforcing their engagement and commitment to our ongoing and future Projects. To organize an in-person 3D Creation Workshop for Artists and Artisans Objective: Our primary goal is to equip artists and artisans with the skills and knowledge necessary to bring their visions to life through 3D design. By the end of this workshop, participants will have a solid understanding of 3D creation tools and techniques, enabling them to incorporate these digital advancements into their artistic endeavors. Who Should Attend: This workshop is perfect for traditional artists, sculptors, jewelers, and any artisans curious about integrating 3D technology into their creative process. Whether you're a beginner with no prior experience in digital design or an experienced artist looking to expand your skill set, this workshop will offer valuable insights and skills. Duration: 25 hours Output (the expected results to be achieved): Participants will leave the workshop with: 1. A comprehensive understanding of 3D design principles and software. 2. The ability to create and manipulate 3D models for artistic and practical purposes. 3. Their own 3D design project, ready for further development or production. 4. New connections within a community of like-minded creatives exploring the frontier of art and technology.

- Dowit

Dowit is an impact startup that supports intangible heritage by organizing immersive and original experiences. They design and implement local, ethical, fair trade and authentic cultural tourism formats: craft workshops, cooking workshops, themed guided tours and atypical treasure hunts. For half a day or several days, enjoy authentic heritage experiences that will delight the heart and senses, in little-known corners of Tunisia, and through encounters with enthusiasts rarely seen elsewhere.

- 1st prize: We plan to launch a solidarity store that facilitates direct sales for our artisans, emphasizing short supply chains. This store will not just be a point of sale but also a cultural showcase, illustrating the unique craftsmanship and narratives behind each product. The establishment of this store is anticipated to significantly enhance the financial well-being of our artisan community by offering them a consistent and direct market for their goods, leading to increased supplementary income. This model ensures fair pricing for both artisans and consumers and strengthens the connection between creators and end-users. The boost in artisans' income will promote the sustainability of traditional crafts, contributing to the economic vitality and supporting sustainable consumption patterns, thus creating a beneficial cycle of economic and cultural prosperity.
- 2<sup>nd</sup> prize: With the second prize, we aim to create a B2B website for hotels and guesthouses, which will allow their guests to book our cultural activities and explore our country's heritage, including both tangible and intangible elements. This platform will not only simplify the process of booking cultural experiences but also highlight our artisans, offering insights



into their crafts and heritage. Output (the expected results to be achieved): This website is expected to significantly boost engagement with our cultural heritage and artisan community among tourists, leading to increased participation in local cultural activities. The platform will serve as a conduit for additional revenue streams to our artisans by connecting them with new clientele. Enhanced visitor engagement with our heritage and crafts will spur economic growth in the cultural sector, benefiting artisans and contributing to the ongoing vitality and promotion of our national heritage

- **Hors Lits Tunisie – a project by [Al Badil Alternative Culturelle](#)**

The Hors-Lits project was launched in Tunisia in 2014. They combine project management training programme with a travelling performing arts festival, free for spectators. The festival takes place in the heart of people's neighbourhoods or in unusual venues, including culturally and artistically diverse performers in order to reach the widest possible audience. Whether they are dancers, musicians, actors or poets, hundreds of artists have been able to showcase their work, connect with other artists, get to know the hosts and develop their professional network. Their key aim is the democratisation and decentralisation of art and culture.

- 1st prize: organize an event in Tunis to bring together organizations, cultural actors, and artists from the MENA region to discuss best practices for expanding "Hors Lits" to other countries and potentially create a Mediterranean network. The goal of this exchange among cultural actors is to promote collaboration and encourage other organizations to contribute to the expansion of the "Hors Lits" concept in the region. Otherwise, we will identify the necessary adaptations to implement "Hors Lits" in specific cultural contexts within countries and the region to give a local touch to this extension. Output (the expected results to be achieved): Several artists, cultural managers, and organizations from countries in the MENA region will gather in Tunis for several days to exchange and share experiences and best practices. This will facilitate the exploration of new initiatives, the establishment of a network of partners, and the emergence of new collaborations. We aim to have a significant impact on the future implementation of the "Hors Lits" program in the Mediterranean region by fostering collaboration and promoting artistic diversity.
- 2nd prize: host an online Mediterranean meeting focused on Hors Lits, involving multiple stakeholders from European Hors Lits editions and cultural organizations and actors from the MENA region. Dynamic exchanges among participants will be organized to explore the concept of Hors Lits and understand the contribution of Al Badil in introducing the cultural management aspect. The goal is, through workshops and virtual exchange sessions, to provide tools for adapting the "Hors Lits" project to interested individuals. This exchange will enable various cultural actors to establish potential collaborations and meetings to expand the Hors Lits project on an international scale. Output (the expected results to be achieved): A large-scale online meeting with international stakeholders to discuss the replication of the Hors Lits program in the MENA region. The aim is for stakeholders in the region to emerge with tools to embrace the project and to lay the groundwork for a Mediterranean network of Hors Lits to leave a lasting impact on the implementation of the "Hors Lits" program.

- **[Tunisia Outdoors](#)**

Tunisia Outdoors excels in reconnecting individuals with nature and culture through its unique adventures, fostering a 30% increase in environmental and cultural awareness. The initiative

significantly contributes to community development, youth empowerment, and gender inclusivity, with over 40% of its workforce comprising women. Financially sustainable, the project relies on diversified revenue streams, strategic partnerships, and innovative solutions, ensuring a positive economic impact.

- 1st prize: We will invest in purchasing equipment for a mobile entertainment base, including camping gear, kayaks, and authentic kitchen equipment, to enhance the experience for our customers by integrating new activities and offerings into our immersive tours. Output: The expected result is to provide our customers with an authentic and memorable experience, thereby increasing customer satisfaction and loyalty. Additionally, we anticipate attracting new customers through our enhanced offerings.
- 2nd prize: we will focus on acquiring kayak and stand-up paddle equipment to develop a new activity for our clients. Output: We aim to expand our service offerings and attract a wider audience by introducing this new activity. The expected outcome is increased revenue and customer engagement as we diversify our experiences.