

## CREACT4MED Mapping: Best Practices

Application Number: BP\_10

1. Basic info*	
Email Address	warmhome2009@gmail.com
Title of the Best Practice	Warm Home
Name of the Applicant	Bassam Baker
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	<a href="http://warm-home.org/">http://warm-home.org/</a>
Country	Palestine;
Subsector	Arts and culture (cultural heritage, gastronomy, visual arts, performing arts, leisure and recreation, crafts);
Category	a) Cultural and creative entrepreneurship;
Year of establishment and duration	6/24/2009
Target group of the BP	<p>The Best Practice of our organization, "Warm Home" primarily targets two key groups: women and youth, with a particular focus on the field of handicrafts. Our initiatives are designed to empower and uplift these communities by providing them with valuable opportunities and support.</p> <p>Women: We are dedicated to promoting gender equality by offering training, resources, and entrepreneurial guidance to women in the cultural and creative industries. Our aim is to enable women to actively participate, excel, and thrive in these sectors, especially within the realm of traditional handicrafts.</p> <p>Youth: We prioritize young individuals by equipping them with the necessary skills and knowledge to embark on successful careers or entrepreneurial ventures in the cultural and creative fields. Our programs provide them with a platform to explore their creative talents and foster innovation.</p> <p>By focusing on these target groups, particularly in the context of handicrafts, we aim to create a more inclusive and vibrant cultural and creative ecosystem that benefits both individuals and the community at large.</p>
2. Best Practice Characteristics	
Problem Statement	<p>"The main problem we aim to address through our project is the economic marginalization and limited opportunities faced by youth and women, especially in marginalized areas 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.</p> <p>This economic disparity not only hinders their personal progress but also leads to a decline in cultural heritage and traditional crafts in our region. We aspire to rectify this situation by providing targeted support, training, and resources to empower youth and women in the field of handicrafts. In doing so, we aim to enable them to create sustainable livelihoods, preserve cultural heritage, and contribute to comprehensive economic development in our region."</p>
Mission Statement & Value proposition	<p>Mission Statement: "At Bait Daaf, our mission is to empower marginalized communities in Palestine, with a particular focus on the West Bank, by revitalizing the cultural and creative industries, especially</p>

	<p>traditional handicrafts. We believe in fostering economic growth, preserving cultural heritage, and creating sustainable livelihoods for youth and women in these communities. Our commitment is to provide them with the necessary skills, training, and resources to thrive in the cultural and creative sectors. By doing so, we aim to enhance social cohesion, empower individuals, and contribute to a more vibrant and inclusive society."</p> <p>Value Proposition: "We are dedicated to supporting the economic and cultural resurgence of marginalized communities in Palestine. Through our initiatives, we offer: Skills and Training: We provide comprehensive training and skill development programs to equip youth and women with the expertise needed to excel in traditional handicrafts and cultural entrepreneurship. Economic Empowerment: We create opportunities for sustainable income generation, fostering economic independence among our beneficiaries. Preservation of Heritage: We actively work to safeguard and promote cultural heritage, ensuring the preservation of traditional crafts and practices. Inclusivity: Our programs promote gender equality, inclusivity, and equal access to opportunities. Community Development: We believe in the power of culture to enhance social cohesion, promote wellbeing, and strengthen communities. Entrepreneurship: We support budding entrepreneurs by nurturing their creative talents and guiding them towards successful business ventures." Through our mission and value proposition, we aim to be a catalyst for positive change, fostering creativity, economic prosperity, and cultural preservation in the communities we serve.</p>
Results and growth	<p>Our approach to addressing the initial issue of economic marginalization and cultural neglect in marginalized areas of Palestine, especially the West Bank, has been comprehensive and action-oriented. We've employed a multi-faceted strategy to achieve successful outcomes, making our activity a Best Practice. Here are the key elements of our approach along with three Key Performance Indicators (KPIs) and their results:</p> <p>Skills Development and Training: We provided intensive training programs to youth and women in traditional handicrafts, cultural entrepreneurship, and business management. KPI 1: Number of beneficiaries trained. Result: Over 200 individuals trained in traditional handicrafts and cultural entrepreneurship.</p> <p>Market Access and Business Support: We facilitated market access for their products and offered ongoing business support through mentorship and networking opportunities. KPI 2: Number of businesses or initiatives launched. Result: 10 new businesses and initiatives established in the cultural and creative industries.</p> <p>Cultural Preservation and Awareness: We organized cultural events and promoted the importance of preserving cultural heritage. KPI 3: Cultural heritage preservation initiatives. Result: 5 cultural heritage preservation projects initiated, leading to increased awareness and engagement in cultural preservation.</p>

<p>Strategy to be financially sustainable</p>	<p>At Warm Home, our journey towards financial sustainability has been marked by a commitment to our mission despite facing significant financial challenges, particularly during the COVID-19 pandemic. We have actively adapted our approach to regain our financial footing. Here is how we've managed to navigate these challenging times and maintain our financial sustainability:</p> <p><b>Diversification of Income Streams:</b> Recognizing the vulnerability of relying solely on traditional income sources, we diversified our revenue streams. In addition to product sales and training programs, we explored new opportunities for online sales and virtual workshops to reach a wider audience during lockdowns.</p> <p><b>Cost Optimization:</b> We conducted a thorough review of our operational costs and identified areas for optimization. This included renegotiating contracts, reducing non-essential expenses, and streamlining our administrative processes to ensure cost-effectiveness.</p> <p><b>Emergency Funding:</b> We actively sought emergency funding and grants from various sources to bridge the financial gap created by the pandemic. These funds allowed us to maintain essential operations, support our artisans, and continue offering training programs.</p> <p><b>Community Support:</b> We engaged our community and loyal supporters to seek their assistance during these challenging times. Their contributions, both financial and in-kind, played a crucial role in sustaining our operations.</p> <p><b>Resilience and Adaptability:</b> Warm Home demonstrated resilience and adaptability by responding to the changing needs of our community and beneficiaries. We pivoted to offer virtual training sessions and created innovative online marketing campaigns. While the COVID-19 pandemic presented significant financial challenges, Warm Home 2 has emerged stronger, more adaptable, and with a renewed commitment to its mission. Our journey through this crisis has reinforced the importance of financial sustainability and the need to continually adapt our strategies to address unforeseen challenges effectively. We are now in a more stable financial position and better equipped to continue empowering marginalized communities and preserving Palestinian cultural heritage.</p>
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<p><b>3. Impact (please complete at least 3 of the 6 sub-sections)</b></p>	
<p>Economic significance</p>	<p>The economic significance of (Warm Home), a non-profit organization, is evident through several key metrics that underscore the positive impact of our Best Practice:</p> <p><b>Annual Budget:</b> Bait Daaf operates with an annual budget that was approximately \$200,000 before the COVID-19 pandemic. This budget primarily supported our various empowerment initiatives, with a particular focus on economic empowerment for women. In response to the pandemic, we restructured our activities, including a shift away from handicrafts production.</p> <p><b>Economic Impact:</b> Warm Home has been instrumental in empowering marginalized communities, particularly women and youth, across the West</p>

	<p>Bank. Through our training programs and support, we have equipped artisans and entrepreneurs with the skills to generate income. Over 70% of our beneficiaries have reported increased household income, reflecting the tangible economic impact of our initiatives.</p> <p>Spillover Effects on the Economy: Beyond our direct impact, our activities have triggered positive effects on the local economy. By nurturing artisans and cultural entrepreneurs, we have indirectly stimulated the growth of the cultural and creative industries in the West Bank. This has included the emergence of new businesses and initiatives within the sector, leading to additional employment opportunities.</p> <p>Fundamentally, Warm Home relies on both local and external funding sources, including donations from its members, to sustain its operations. Our commitment to cultural heritage preservation and economic empowerment remains unwavering, and we continue to drive our mission's impact in marginalized areas of Palestine, contributing to poverty reduction and fostering economic growth within the cultural and creative industries.</p>
<p>Replicability and upscaling</p>	<p>The replicability potential of our Best Practice, Warm Home is substantial. While it has been primarily implemented in the cultural and creative industries (CCI) sector in marginalized areas of Palestine, it can be adapted and replicated in various settings and sectors. The key factors contributing to its replicability include:</p> <p><b>Transferable Skillset:</b> The skill development and training programs we offer are transferable to different sectors and regions. The focus on traditional handicrafts and cultural entrepreneurship can be applied to other forms of art and creative industries.</p> <p><b>Market Access and Business Support:</b> Our model of facilitating market access and providing ongoing business support can benefit entrepreneurs in diverse sectors. This approach can be adapted to support small businesses and startups.</p> <p><b>Community Engagement:</b> The emphasis on community engagement and preserving cultural heritage can be relevant in different cultural contexts. The core principle of involving marginalized communities in economic activities is replicable.</p> <p><b>Partnerships:</b> Collaborations with local partners have been crucial to our success. Establishing partnerships is a replicable strategy for organizations in various sectors.</p> <p><b>Conditions for replicating our BP would include:</b></p> <p><b>Local Context Assessment:</b> Understanding the specific needs and opportunities of the target region or sector is essential before replication.</p> <p><b>Capacity Building:</b> Training and building the capacity of local stakeholders to implement the BP effectively.</p> <p><b>Adaptation:</b> Customizing the BP to suit the local context and addressing sector-specific challenges.</p> <p><b>Pilot Testing:</b> Yes, the BP can be tried on a small pilot scale before large-scale adoption. A pilot project allows for testing and refining the approach in a controlled environment.</p>
<p>Employment generation</p>	<p>Warm Home Best Practice has demonstrated a strong capacity to promote sustained, inclusive, and sustainable economic growth while generating productive employment and decent work, particularly for young people and women in marginalized areas of Palestine.</p> <p><b>Number of Jobs Created:</b> Since the inception of our initiatives, we have directly contributed to the creation of over 70 jobs in the cultural and</p>

	<p>creative industries (CCI) sector. These jobs encompass a wide range of roles, including artisans, designers, event organizers, and marketing professionals.</p> <p>Professional Opportunities for Young People and Women: Warm Home places a strong emphasis on empowering young people and women. Over 70% of our beneficiaries report increased household income, mainly from their participation in cultural and creative activities. Furthermore, we have actively involved young people and women in entrepreneurship and leadership roles. This has led to the establishment of 10 new businesses and initiatives in the CCI sector, providing professional opportunities for these groups.</p> <p>Our initiatives have not only created job opportunities but have also enhanced the skills and employability of participants. By providing training, mentorship, and market access, we have enabled them to access productive and sustainable employment, contributing to the growth of the CCI sector in the West Bank.</p> <p>In conclusion, Bait Daaf's Best Practice has not only created jobs in the CCI sector but has also fostered an environment that encourages entrepreneurship and professional development, particularly among young people and women. This approach aligns with our commitment to inclusive and sustainable economic growth in marginalized areas.</p>
<p>Inclusiveness</p>	<p>Warm Home Best Practice is deeply committed to enhancing societal inclusiveness, with a strong focus on involving vulnerable communities, particularly women, in the cultural and creative industries (CCI) sector. Here are the details of our efforts to promote inclusiveness:</p> <p><b>Involvement of Vulnerable Communities:</b></p> <p><b>Women:</b> Our initiatives have prioritized the inclusion and empowerment of women, especially those from marginalized backgrounds. Over 70% of our beneficiaries are women, and we have actively provided them with opportunities to develop skills in traditional handicrafts, cultural entrepreneurship, and business management. This has led to increased income for women in these communities and a greater sense of economic independence.</p> <p><b>Young Workers:</b> Warm Home recognizes the potential of young workers in the CCI sector. We have engaged young people in our training programs, mentoring them in various aspects of cultural entrepreneurship. As a result, 10 new businesses and initiatives have been established, driven by young entrepreneurs who are now contributing to the sector.</p> <p><b>Efforts to Achieve Objectives:</b></p> <p><b>Gender Equality:</b> Warm Home is committed to achieving gender equality by ensuring equal participation and opportunities for women and men in the CCI sector. Our programs actively address the gender gap in income and economic opportunities, thereby empowering women and girls.</p> <p><b>Education for All:</b> We have provided educational programs and training opportunities to individuals who may not have had access to formal education. This includes teaching traditional handicraft skills and cultural entrepreneurship, enabling them to acquire valuable knowledge and skills.</p> <p><b>Implementation Setting:</b></p> <p>Our Best Practice is primarily implemented in rural and marginalized areas of Palestine, particularly in the West Bank. By focusing on these regions, we aim to address the unique challenges faced by vulnerable communities</p>

	in rural settings and provide them with economic and educational opportunities.
Social impact	<p>Warm Home Best Practice has had a profound social impact on the communities it serves, primarily in rural and marginalized areas of Palestine, particularly the West Bank. Here are the details of our social impact:</p> <p><b>Community Development:</b> Warm Home initiatives have been instrumental in community development, fostering a sense of belonging and shared identity among community members. Through our cultural events and programs, we've strengthened community bonds and social cohesion.</p> <p><b>Valorization of Cultural Heritage:</b> We have played a crucial role in the preservation and valorization of Palestinian cultural heritage. By training individuals in traditional handicrafts and cultural entrepreneurship, we've ensured that age-old traditions and skills are passed down to new generations. This has contributed to the continuity and appreciation of Palestinian cultural heritage.</p> <p><b>Reduction of Inequality:</b> Our efforts have actively addressed inequalities, particularly gender-based inequalities. By prioritizing women's economic empowerment, over 70% of our beneficiaries being women, we've reduced income disparities and provided women with the means to support their families and communities.</p> <p><b>Promotion of Peaceful and Inclusive Societies:</b> Warm Home cultural events and initiatives have promoted peaceful and inclusive societies by celebrating diversity and cultural exchange. We've actively engaged individuals from different backgrounds, including marginalized communities, promoting dialogue, understanding, and peaceful coexistence.</p>
Innovation	<p>Warm Home has employed several innovative approaches to address the challenges faced in preserving Palestinian cultural heritage, fostering economic growth, and empowering marginalized communities, particularly women and youth. Here are some key innovations:</p> <p><b>Innovative Business Models:</b> Bait Daaf developed unique business models that combine cultural preservation with economic empowerment. We established cooperative groups of women artisans who collectively produce traditional handicrafts while ensuring fair wages and revenue-sharing. This cooperative model not only empowers women economically but also ensures the preservation of traditional skills.</p> <p><b>Enabling Environment for Innovation:</b> We have actively promoted an enabling environment for innovation within our organization. We encourage creativity and continuous improvement among our team members and beneficiaries. This innovation-friendly culture has led to the development of new product designs and marketing strategies.</p> <p><b>Innovative Partnerships:</b> Warm Home has forged partnerships with local and international organizations, including NGOs, cultural institutions, and businesses. These partnerships have allowed us to access resources, expertise, and funding opportunities that enhance our impact.</p>
Environmental sustainability	<p>Warm Home, despite its focus on cultural and economic empowerment, is also committed to contributing to environmental sustainability. While our primary mission revolves around preserving cultural heritage and fostering</p>

	<p>economic growth, we recognize the importance of aligning our activities with environmental sustainability goals. Here are some of the actions we have taken:</p> <p><b>Sustainable Practices:</b> We promote sustainable production practices among artisans and entrepreneurs we work with. This includes encouraging the use of eco-friendly materials, reducing waste, and adopting sustainable crafting techniques. By doing so, we aim to minimize the environmental footprint of our cultural products.</p> <p><b>Local Sourcing:</b> We prioritize local sourcing of materials whenever possible. By supporting local artisans and sourcing materials within the community, we reduce the carbon footprint associated with transportation and support the local economy.</p> <p><b>Awareness and Education:</b> We organize awareness campaigns and educational workshops to inform our beneficiaries and the wider community about the importance of environmental sustainability. These initiatives aim to instill a sense of responsibility towards the environment.</p> <p><b>Innovation for Sustainability:</b> Warm Home seeks innovative solutions that align with environmental sustainability. For instance, we explore the use of upcycled or recycled materials in crafting cultural products, contributing to the circular economy.</p> <p><b>Community-Based Conservation:</b> We engage with local communities to promote the sustainable use of natural resources. This includes initiatives related to responsible tourism and the preservation of local ecosystems.</p>
<p><b>4. Challenges and lessons learned</b></p>	
<p>Challenges</p>	<p>During the implementation of our Best Practice, Warm Home , several challenges were encountered by different stakeholders. These challenges included:</p> <p><b>Limited Access to Markets:</b> Many artisans and entrepreneurs, especially those from marginalized areas, faced difficulties accessing broader markets for their cultural products. This limited their income-generating opportunities.</p> <p><b>Resource Constraints:</b> Limited access to resources, including raw materials and capital, hindered the growth of cultural businesses and handicraft initiatives.</p> <p><b>Cultural Preservation:</b> Balancing economic empowerment with the preservation of cultural heritage was a challenge. Ensuring that traditional crafts remained authentic while appealing to modern markets required careful consideration.</p> <p><b>Awareness and Education:</b> Raising awareness about the value of cultural heritage and the importance of environmental sustainability faced resistance in some communities.</p> <p>These challenges were addressed through a combination of strategies:</p> <p><b>Market Access Support:</b> Warm Home provided market access support through networking opportunities, trade fairs, and online platforms, helping artisans reach wider audiences.</p> <p><b>Resource Mobilization:</b> We facilitated access to resources through partnerships, grants, and micro-loans, enabling entrepreneurs to expand their businesses.</p> <p><b>Cultural Preservation Efforts:</b> Warm Home collaborated with local cultural experts to ensure that traditional crafts remained authentic while also appealing to contemporary markets.</p>

	<p>Awareness Campaigns: We conducted extensive awareness campaigns, emphasizing the importance of cultural preservation and environmental sustainability, to address resistance and promote understanding.</p>
<p>Lessons learned</p>	<p>The implementation of Warm Homeas a Best Practice in cultural and creative entrepreneurship, ecosystem enablement, and local and regional cooperation in marginalized areas of Palestine has yielded several valuable lessons for future endeavors: Community-Centric Approach: Prioritizing the needs and aspirations of marginalized communities is paramount. Engagement and empowerment are most effective when they are community-driven.</p> <p>Holistic Support: Combining skills development, market access, and cultural preservation efforts creates a more comprehensive approach to economic empowerment and cultural preservation. Inclusivity: Emphasizing gender equality and youth participation is vital. Targeted programs for women and young people have a significant impact on economic growth and social cohesion. Resource Mobilization: Leveraging partnerships and diversified funding sources, including grants and micro-loans, is essential to overcome resource constraints and stimulate growth. Balancing Tradition and Innovation: Preserving cultural heritage while embracing innovation is possible. It requires collaboration with cultural experts and a willingness to adapt traditional crafts to modern markets. Awareness and Education: Raising awareness about cultural heritage and environmental sustainability should be an ongoing effort, as it promotes understanding and community engagement.</p>
<p><b>5. Demographic Information</b></p>	
<p>Is the organization led by a woman?</p>	<p>The Board of Directors in a warm house consists of 8 members, where the Chairman of the Board and the Treasurer are women</p>
<p>What age is the lead of the organization?</p>	<p>Over 35 years old</p>