

Visits to Target Countries

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Euro-Mediterranean
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Introduction

CREACT4MED is a project funded by the European Union (EU) through the EuropeAid Programme, that aims to strengthen businesses and entrepreneurship in the cultural and creative industries (CCIs) in the Southern Neighbourhood of the EU, with a particular focus on young people and women. The project is based on four pillars: mapping, training, subgranting, and engagement and advocacy. As part of the subgranting pillar, the **CREACT4MED** project is awarding subgrants of up to 15,000€ to 24 entrepreneurs (4 per target country) to support them in the development of their businesses, harness innovation, and contribute to a thriving CCI Southern Mediterranean region.

The process of selecting the entrepreneurs started in July 2022 when a call for subgrants for MSMEs, start-ups, and civil society organisations working in the cultural and creative industries was launched in the 6 target countries: Egypt, Jordan, Lebanon, Morocco, Palestine, and Tunisia. After a rigorous written and oral pitch evaluation, out of 156 applications, 24 were selected.

To kick off the collaboration with the selected subgrantees, from December 2022 to May 2023 the **CREACT4MED** project travelled to each country over the course of a two-day event. The participating **CREACT4MED** project partners were the Euro-Mediterranean Economists Association, (EMEA), the European Institute of the Mediterranean (IEMED), RedStart Tunisie, and the selected Business Support Organisation in each country acting as a local partner.

Each event followed a similar structure. First, a presentation from **CREACT4MED** Project Manager Maria Ruiz de Cossío who explained the **CREACT4MED** roadmap and its key activities for the coming years. These include the CCI Entrepreneurship Academy, the third Annual Conference, the Summer School, and activities under the MED CCI Hub, including networking events and regional dialogues. Then, a more specific roadmap was provided detailing the timeline of the entrepreneur activities alongside key **CREACT4MED** events. She explained each activity's objectives and expected outputs and how the entrepreneurs are implicated. These include achieving 12 business or collaboration agreements, a network of 320 people, 48 B2B meetings, and contributing to a strong and supportive learning environment for the cultural and creative industries.

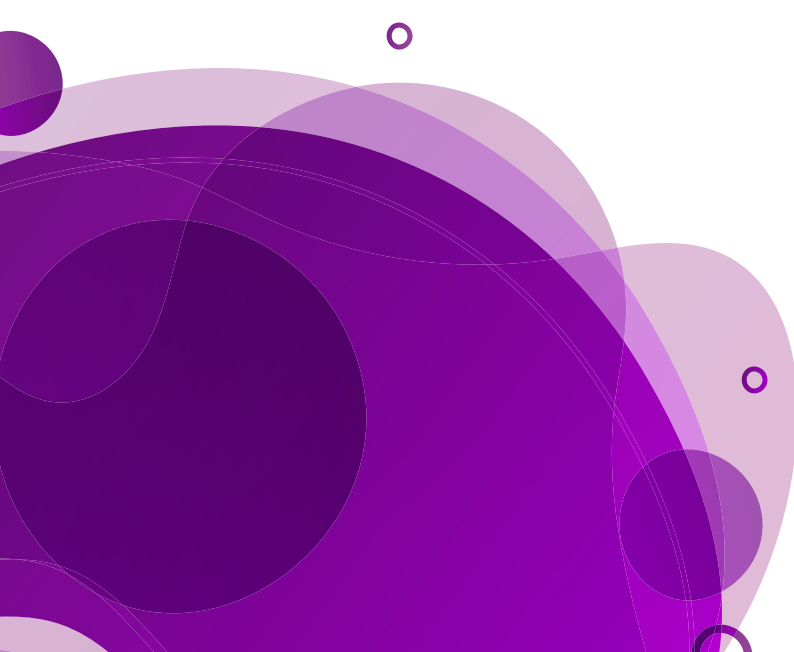
Following that, **CREACT4MED** Project Manager, Maria, explained the administrative and financial procedures to ensure the 24 projects are aligned with the rules imposed under the program including the budget, reporting, monitoring, and communication & visibility requirements. A detailed roadmap was presented detailing when payments can be expected and when reports are due.

After the core presentation and question and answer session, the group participated in a brainstorming activity where they presented their projects to the group and were provided with initial feedback from the **CREACT4MED** team and cultural and creative business experts. You can read all about the **CREACT4MED** entrepreneurs in the upcoming Special Edition Newsletter, and indeed through our website. Inspirational talks were also given during the kick-offs to set entrepreneurs on the mindset for starting their projects.

On the second day of each event, the team focused on the specificities and particularities of each entrepreneurial project. To ensure entrepreneurs had the opportunity to ask all relevant questions according to their business plans, one-to-one meetings were held. Here, business plans were refined and streamlined to maximise the impact of the proposed work plans and to ensure the administrative procedures, deadlines and reporting are adhered to throughout implementation.

Finally, interviews were held with the project beneficiaries to get their perspectives on how the **CREACT4MED** subgrant will support them and their business. The events also included a visit to a cultural centre or creative hub to allow the entrepreneurs to discover new cultural and creative spaces in their local contexts.

In this report, you will find a summary of each event including details of the entrepreneurs and their projects, the cultural sites visited, and the connections made.





EGYPT

Egypt

CREACT4MED visited the entrepreneurs in Egypt, hosted by the local Business Support Organisation (BSO), Nile Preneurs Initiative in El Cairo on the 8th and 9th February for the kickoff of the selected business proposals. The selected entrepreneurs for Egypt are Almah - a project by the Egyptian Clothing Bank, Duma Toys, Reform Studio, and Teatro Al Saeed.



Youssef Abdel Kader and Manal Saleh, Almah - a project by the Egyptian Clothing Bank



Abo, Obaida Alazem and Sarah Obaida Alazem, Ayadi for Duma Toys



Mariam Hazem Ali Sherif and Hend Riad, Reform Studio

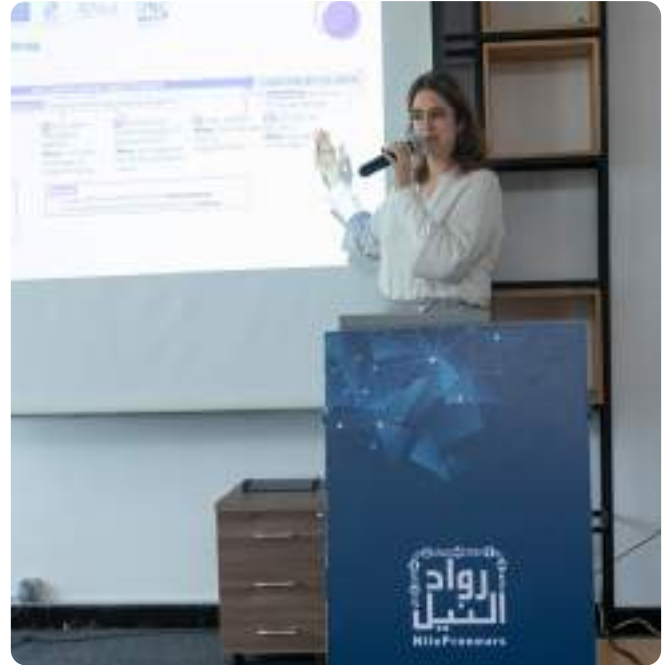


Mostafa Mohamed and Kero Saber, Teatro Alsaeed



First and foremost, Maria Ruiz de Cossío presented the **CREACT4MED** roadmap and the remaining key project activities detailing the timeline of the selected business proposals with payment dates, and deadlines for reporting.

The entrepreneurs then heard from Dr. Heba Labib, Director of NilePreneurs Initiative. She gave an inspirational talk to entrepreneurs on the importance of creativity and the skills needed to succeed as an entrepreneur. NilePreneurs is a national initiative funded by the Central Bank of Egypt and implemented by Nile University. NilePreneurs are 1 of 6 BSOs selected under the **CREACT4MED** project to receive a subgrant to establish incubation services for CCI entrepreneurs, with a focus on young people and women, to support them through the high-risk early stages of development and allow them to build competitive businesses and relevant connections.



Then the floor was handed to the entrepreneurs. They each presented their projects and plans for the **CREACT4MED** subgrant and were provided with feedback from Dr. Labib. Finally to close the day, a networking event took place to give the entrepreneurs the opportunity to discover links between their businesses and potential collaborations.





The second day started with a visit to FabLab Egypt (Fabrication Laboratory). FabLab is a space where creative individuals can come and test out their ideas and turn them into prototypes. The FabLab team gave a tour of the premises and led an activity for our “maker” entrepreneurs.



In addition to the kick-off event, the **CREACT4MED** team attended the StartUps Without Borders Summit 2023 at Cairo Business Park on the 10th and 11th February as a Community Partner representing creative and cultural entrepreneurs in the MENA region. The team was delighted to hear panel sessions on creativity in the Mediterranean, including the panel event Creative Frontiers: The Intersection of Diversity, Multicultural Talent, and Cultural Edge.



StartUps Without Borders connects the most ambitious refugee and migrant entrepreneurs with resources to grow their businesses while providing investors an entry point to under-the-radar startups with disruptive potential. The Summit in 2023 brought together global tech powerhouses, corporates and investors, allowing entrepreneurs to pitch their business ideas to potential investors in the Mediterranean region.



Egypt Visit participant profile:

Total participants: 11

Gender distribution: 64% women

Participating entities:

EMEA (lead)

IEMED (Project Partner)

NilePreneurs Initiative (CREACT4MED Incubator and local partner)

List of Participants:

Abo Obaida Alazem

Heba Labib

Hend Riad

Kero Saber

Manal Saleh

Mariam Hazem Ali Sherif

Mohamed Abbas

Mostafa Mohamed

Roa Mattar

Sarah Obaida Alazem

Youssef Abdel Kader

Ayadi Duma Toys

Nilepreneurs / Nile University

Reform Studio

Teatro Alsaeed

Almah - Egyptian Clothing Bank

Reform Studio

Nilepreneurs / Nile University

Teatro Alsaeed

Nilepreneurs / Nile University

Ayadi Duma Toys

Almah - Egyptian Clothing Bank

CREACT4MED: CULTURAL AND CREATIVE BUSINESS PROPOSALS

KICK-OFF WITH FUNDED PROJECTS - EGYPT 8th and 9th February

StartUps Without Borders Summit 2023 - 10th and 11th February

8th February 2023

10:00-10:30	Welcoming coffee
10:30-11:30	CREACT4MED Roadmap presentation: - CREAT4MED activities for entrepreneurs: kick-off, summer school, networking events, regional dialogues, annual and final conference, impact assessment Q&A
11:30-11:40	Coffee Break
11:40-13:00	Administrative and Financial Procedures
13:00-14:00	Q&A
14:00-14:30	Lunch break
14:30-16:30	Inspirational speaker: Dr. Heba Labib, Director, Nile Preneurs Pitch Presentation of the Projects and Questions from local experts invited (Max 30 min per project)
18:00-20:00	Networking cocktail: Marzipan, Park St. Sheikh Zayed City, Giza Governorate

9th February 2023

10:00-12:00	Visit to FabLab - Villa 35 - 100 st. - Near Al Horia Square, Maadi, Cairo, Cairo Governorate Travel back to NilePreneurs Initiative and Lunch Break
12:00 -14:00	One to one Session: Duma Toys
14:00-14:55	Interview: Reform Studio One to one Session: Reform Studio
15:00-15:55	Interview: Almah One to One Session: Almah
16:00-16:55	Interview: Teatro Alsaeed for theater and Arts One to One: Teatro Alsaeed for theater and Arts
17:00-18:00	Interview: Duma Toys

Where:

Nilepreneurs Initiative premises
26th of July Corridor, Sheikh Zayed City, Giza
Governorate 3247010

10th and 11th February 2023 - StartUps Without Borders Summit

At Cairo Business Park

<https://summit.startupswb.com/>

Entrepreneurs in Egypt



ALMAH is a local sustainable fashion brand that repurposes virgin Egyptian vintage material into upcycled contemporary high-end fashion pieces, curates unique items for resale and produces upcycled fabric swatches for luxury fashion houses. ALMAH is a social enterprise (project of the Egyptian Clothing Bank).



Duma Toys specializes in premium quality hand-knitted products and toys for children. Based out of Cairo, Duma has empowered and supported over 200 Egyptian and refugee women by providing sustainable job opportunities in handmade toy production. Since Launching in 2018 Duma has sold over 9000 toys.



REFORM is an Ethical international award-winning lifestyle brand that promotes sustainability. They are an Egyptian company, that produces a whole range of luxurious eco-friendly products ranging from fashion accessories to furniture, & home accessories with their signature material "Plastex".



Teatro Alsaeed for Theater and Arts is a company with multiple experiences in the field of performing arts. It started as an initiative in 2014 and was established as a company in January 2022. It seeks to establish a relationship between artists and the society in Upper Egypt by providing a space for practising arts, and holding workshops and artistic performances.

JORDAN



Jordan

The Creative Mediterranean team visited the BSO headquarters TTI Innovation in Amman, Jordan, on the 13th and 14th of December for the kickoff of the selected business proposals. The selected entrepreneurs for Jordan were GIOIA, Puppets World, Talaween, and Viavii.



Farah Aljouni, GIOIA



Ban Khalil and Rami Bader, Puppets World for Development of Children



Lina Abojaradeh, Talaween



Viavii Team



The brainstorming session was moderated by Neda Kharoub, Business Consultant and Co-founder of TTI Innovation. The session had the aim of challenging the entrepreneur's business models, gathering input from other entrepreneurs and building synergies among the group.



The kick-off ended with a visit to Tech Works, a hub for bringing together youth, ideas, and resources to jump-start successful innovations and strengthen the country's innovation capabilities. Tech works offer access to technologies such as 3D Printing for all kinds of materials and serve many entrepreneurs who desire to design and test new prototypes for their projects.



Jordan Visit participant profile:

Total participants: 8
Gender distribution: 75% Women

Participating entities:

EMEA (lead)
IEMED (Project Partner)
TTi (CREACT4MED Incubator and local partner)

List of Participants:

Ban Zainab
Belal Raslan
Farah Ajlouni
Lina Abojaradeh
Neda Kharoub
Rami Bader
Rola Fayyad
Salaam Nawaiseh

Puppets World for Development of Children
TTi
GIOIA
Talaween
TTi
Puppets World for Development of Children
Viavii
TTi

CREACT4MED: CULTURAL AND CREATIVE BUSINESS PROPOSALS

KICK-OFF WITH FUNDED PROJECTS IN JORDAN

13th and 14th December 2023, TTi Offices, Amman, Jordan

13th December 2022

10:00-10:30	Welcoming coffee
10:30-11:30	CREACT4MED Roadmap presentation: - CREAT4MED activities for entrepreneurs: kick-off, summer school, networking events, regional dialogues, annual and final conference, impact assessment - BSO: training, personalized mentoring and coaching, demo day Q&A
11:30-12:00	Presentation Round with potential invitee
12:00-13:00	Lunch break
13:00-14:00	Presentation Projects
14:00-15:30	Brainstorming Synergy opportunities Moderated by: Neda Kharoub

14th December 2022

10:00-10:30	Welcoming coffee
10:30-11:30	Administrative and financial procedures - Sign SGA and declaration - Q&A Session
11:30-12:30	- One to one with CREAT4MED - Puppets World & Talaween - Interviews Gioia & Viavii
12:30-13:30	Lunch break
13:30-14:30	- One to one with CREAT4MED - Gioia & Viavii - Interviews Puppets World & Talaween
14:30-17:00	Visit to Tech Works

Entrepreneurs in Jordan



Founded in 2018, **GIOIA** aims to produce casual footwear, while creating economic opportunities for local Artisans. Their designs include traditional embroidery techniques incorporated into contemporary shoes. They are more than just a business; they work for a sustainable future to share economies, reduce poverty, discover talent and encourage creativity. Many people living in underprivileged communities possess artistic talents that are often neglected or not maximised to their full potential. Once GIOIA's team identifies these talents, they are guided to maximise their skills to generate revenue and support their families for a better life.



Puppets World is the first and only company in Jordan that educates children and raises their awareness of social, behavioural, emotional, environmental and cultural issues through the interactive mobile puppet theatre. Being mobile, the theatre 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. They are translated into sign language too. Puppets World theater received many global awards including the Austrian Intercultural Achievement Award 2022.



Talaween is an interactive application that uses both digital and physical art activities to teach children soft skills needed to succeed in the 21st century. It provides interactive and comprehensive educational tools for teaching soft skills to children and adolescents through art, using engaging curricula written by specialists and converted into artistic exercises.



ViaVii is a transformative SaaS platform and an online marketplace designed for the MENA region's fragmented and predominantly offline travel experiences market. With our zero-code website builder, ViaVii Plus helps local experience providers to establish their own online presence, easily manage bookings, and boost their sales through global distribution channels. Catering to travelers and locals seeking unique, authentic activities, and governments in need of a regulated and centralized digital tourism sector, ViaVii Plus and our Marketplace are reshaping the MENA travel landscape by connecting experiences, providers, and consumers like never before, allowing local experience providers to tap into the booming MENA travel and tourism sector.

LEBANON



Lebanon



The visit to Beirut, Lebanon took place on 22nd and 23rd February 2023 and was co-organised with Business Support Organisation Nucleus Ventures. The selected business proposals in Lebanon are Cezar's Projects, ClimberSpace, Mlouk Productions, and Tourific.





Carmen Bou Dargham and
Abeer Mahmoud, Cezar's
Projects



Jad Issa and Elias Issa,
ClimberSpace



Johnny Andary, Mlouk
Productions



Josian Zayo, Tourific





On the first day, María Ruiz de Cossío explained the **CREACT4MED** Roadmap and key activities alongside the implementation of the business proposals. The group was joined by several experts and cultural and creative actors in Lebanon.

First, Basam Challita, a musician based in Beirut, gave his perspective as an active musician.

Then, Lynda Achkouty Mouawad of Action Coach gave an inspirational talk to the entrepreneurs on what qualities are necessary to succeed in building their businesses. Following that, the entrepreneurs presented their businesses and business plans under the **CREACT4MED** project subgrant.

Sophie Makzoume, Operations Manager at Globinvest, a private investment firm that invests in early-stage technology start-ups and sustainable businesses with offices in Beirut, also took part in the project presentations as an expert providing her feedback.





To end the first day, the participants were invited to a networking event in Beirut's centre.

This event brought together the **CREACT4MED** entrepreneurs, the Business Support Organisation in Lebanon, Nucleus Ventures, and other cultural and creative players in Beirut.



The second day started with a tour of Beirut's Digital District, an all-inclusive professional urban development design hub for creative entrepreneurs. The hub offers a space where creative entrepreneurs can work on their projects, but also it is set up so that the users can benefit from peer learning and join actions with other users.



Finally, the Technical Assistance Team carried out the one-to-one meetings with entrepreneurs to clarify any doubts or concerns whilst in parallel carrying out the interviews to explain the impact of **CREACT4MED** so far.

Lebanon Visit participant profile:

Total participants: 17
Gender distribution: 53% Women

Participating entities:

EMEA (lead)
IEMED (Project Partner)
Nucleus Ventures (CREACT4MED Incubator and local partner)

List of Participants:

Abeer Mahmoud

Bassam Challita

Carmen Bou Dargham

Elias Issa

Israa Asaad

Jad Issa

Johnny Andary

Josian Zayo

Luna Al Achkar

Lynda Achkouty

Marc Raphael

Simon Souaid

Sophie Makzoume

Farah Chamas

Hasan Youness

Nour Saade

Sabine Nachef

Cezar's Projects

Musician

Cezar's Projects

ClimberSpace

Nucleus Ventures

Climberspace

Mlouk Productions

Tourific

Cezar's Projects

Actioncoach, Antonine University

Tourific

Mlouk Productions

Globivest

Nucleus Ventures

Insights for consultancy

Alfanar

Alfanar

CREACT4MED: CULTURAL AND CREATIVE BUSINESS PROPOSALS

KICK-OFF WITH FUNDED PROJECTS - BEIRUT 22nd and 23rd February

22nd February 2023

10:00-10:30	Welcoming coffee
10:30-11:10	CREACT4MED Roadmap presentation: - CREAT4MED activities for entrepreneurs: kick-off, summer school, networking events, regional dialogues, annual and final conference, impact assessment Q&A
11:10-11:20	Coffee Break
11:20-12:00	Talk by Bassam Challita
12:00-13:00	Administrative and Financial Procedures Q&A
13:00-14:00	Lunch break
14:00-14:30	Inspirational speaker: Lynda Achkouty, Actioncoach, Antonine University
14:30-14:30	Group photo
14:30-16:30	Pitch Presentation of the Projects and Questions from local experts: Sophie Makzoume & Lynda Achkouty
18:00-20:00	Networking cocktail: Saloon Beirut, Mohammad Abdul Baki Street, Beirut, Lebanon

23rd February 2023

10:00-10:30	Welcoming coffee & Presentation of the activities of the day
10:30-11:30	Visit to cultural infrastructure: Beirut Digital District
11:30-12:25	One to one Session Mlouk Productions Interview: Cezar's Project
12:30-13:25	One to one Session Climberspace Interview: Tourific
13:30-14:30	Lunch break
14:30-15:25	One to One Session Cezar's Projects Interview: Mlouk Production
15:30-16:30	One to One Session Tourific Interview: Climberspace

Where: Nucleus Venture Premises, Beirut Digital District (BDD) 1280 Room 2, Bechara El Khoury, Beirut

Entrepreneurs in Lebanon



Cezar's Projects is a youthful rural development initiative that works as a social enterprise since 2017. The enterprise is developing standard rural -tourism operations and coordinating rural initiatives, to meet sustainability through retaining local talents, creating innovation in sustainable tourism and generating new sources of income. In light of the awareness Cezar's Projects' is spreading it is now acting as a facilitator for developing sustainable initiatives in Chouf villages and managing different local experiences and facilities. All of which have created around 74 direct job opportunities as well as made a remarkable economic and social impact in the local community.



ClimberSpace is an outdoor small business specialised in resoling outdoor shoes and locally designing and producing outdoor products and apparel. It was founded by three passionate climbers and brothers who share the vision of creating an outdoor brand that shares the beauties of nature and people through locally crafted products.



Mlouk Productions is a film production company equipped with professional resources and a creative team that is ready to bring inspiring stories to life. Mlouk joined the Creative with the Production process to offer optimized workflows tailor made to every project. They cover the whole journey of a project, from the Idea Creation and Elaboration, to the Script Writing, to Production and Post-Production. They produce Cinema, Entertainment, Corporate and Promotional Videos. Their vision is to evolve storytelling and be able to explore and share humanity through stories.



Tourific is a marketplace for self-guided audio and augmented reality tours, where tour guides can create their tours on the Tourific platform and share their experience and knowledge for tourists to purchase and enjoy their experience.



MOROCCO

Morocco



The Creative Mediterranean team visited Casablanca, Morocco on the 6th and 7th December for the kick-off of the selected business proposals hosted by the **CREACT4MED** Business Support Organisation in Morocco, LaStartupStation. The selected entrepreneurs in Morocco are CRÉ ARTISANAT, Felicity Chocolat, Help Mariage Maroc, and H Kids.





Hanae Kouach and Lucie Strack, Hel Mariage



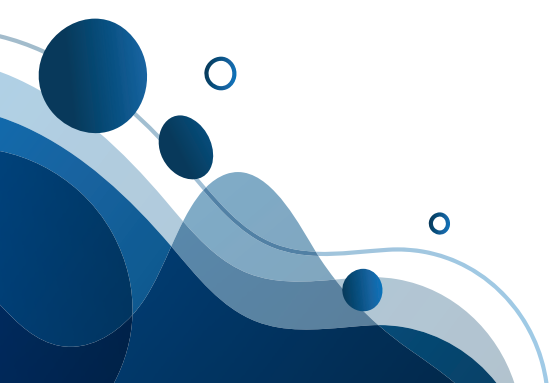
Hiba Ghiati, H Kids



Wafae Zaoui, Cré Artisanat



Lamia Benkirane and Yasmine Bennani, Felicity



During the visit, the team heard from Madame Leïla Doukali, President of the Association of Businesswomen of Morocco (AFEM), as she discussed women in business and how the **CREACT4MED** entrepreneurs can contribute towards the construction of a strong CCI community.

She was able to give advice to the starting business women and talk about female entrepreneurship in the country.

She also expressed how listening to the **CREACT4MED** entrepreneur stories inspires her and adds meaning to her work as president of AFEM Morocco.



To end the first day of the kick-off, Douja Gharbi of Redstart Tunisie moderated a brainstorming session for the entrepreneurs to build synergies and uncover opportunities for collaboration. Finally, after the event, the group watched the FIFA World Cup match Round of 16 between Morocco and Spain.

The second day focused on the individual projects and experiences of the entrepreneurs where each entrepreneur sat down for a one-to-one session with the **CREACT4MED** team to revise and improve the business proposals. In parallel, entrepreneurs were interviewed on their experiences so far with the **CREACT4MED** project.

The event ended with a visit to Institut Français de Casablanca, which works for cultural dissemination throughout Morocco and supports the production of innovative projects in the artistic, digital, or academic fields. Entrepreneurs discovered services they could use for their own projects and a community of entrepreneurs and artists promoted by the French Institute.



Morocco Visit participant profile:

Total participants: 8

Gender distribution: 85% Women

Participating entities:

EMEA (lead)

IEMED (Project Partner)

RedStart Tunisie (Project Partner)

LaStartupStation (CREACT4MED Incubator and local partner)

List of Participants:

Hanae KOUACH

Hiba Ghiati

Lamia Benkirane

Leila Doukali

Lucie STRACK

Soufyan Fanid

Wafae Zaoui

Yasmine BENNANI

Help Mariage

H Kids

Felicity

AFEM MAROC

Help Mariage

LaStartupStation

CRÉ ARTISANAT

Felicity

CREACT4MED: CULTURAL AND CREATIVE BUSINESS PROPOSALS

KICK-OFF WITH FUNDED PROJECTS - MOROCCO 6th and 7th December 2022

6th December 2022

10:00-10:30	Welcoming coffee
10:30-11:30	CREACT4MED Roadmap presentation: - CREAT4MED activities for entrepreneurs: kick-off, summer school, networking events, regional dialogues, annual and final conference, impact assessment - BSO: training, personalized mentoring and coaching, demo day Q&A
11:30-12:00	Presentation Md. Leila Doukali
12:00-13:00	Lunch break
13:00-14:00	Presentation Projects
14:00-15:30	Brainstorming Synergy opportunities Moderated by: Douja Gharbi
15:30-19:00	Networking cocktail La Start Up Station

7th December 2022

10:00-10:30	Welcoming coffee
10:30-11:30	Administrative and financial procedures - Sign SGA and declaration - Q&A Session
11:30-12:30	One to one with CREAT4MED - Help Marriage & Cre Artisanat - Interviews H Kids & Felicity
12:30-13:30	Lunch break
13:30-14:30	One to one with CREAT4MED - H Kids & Felicity - Interviews Help Marriage & Cré Artisanat
14:30-17:00	Visit to Institut Français de Casablanca

Entrepreneurs in Morocco



CRÉ ARTISANAT currently offers a range of handmade leather goods and accessories under the brand name Billyadi - that meets both professional and everyday uses. The company also handles custom orders from individuals or companies. The products made at CRÉ ARTISANAT have an aesthetic, creative, and singular purpose which differentiates them from the standardised mass production market. CRÉ ARTISANAT also offers adapted training programs for young and apprentice leatherworkers and works on the development of a professional network of specialised craftsmen/women in the different regions of Morocco.



Felicity is a chocolate boutique, an educational platform and a marketplace allowing master chocolate makers and producers in the network to develop their skills and sell their production, creations and training/consulting services.



Help Mariage is the first mobile application for planning a serene wedding. They have a large-scale impact on more than 40 professions in the creative and cultural wedding and event industry, and already more than 5.000 professionals among their community. They provide a platform for these professionals and enable them to develop their outreach and strengthen their business.



HKids is a company specialized in the manufacture of personalized children's furniture that is scalable and employs innovative solutions. At H KIDS they work on 4 values:

- 1- Emotional: beautiful and comfortable furniture inspired by Moroccan design and culture.
- 2- Innovation: innovative design solutions.
- 3- Security: safe furniture.
- 4- Social: services for families or associations that are in need, and exceptional prices for families with more than 3 children.

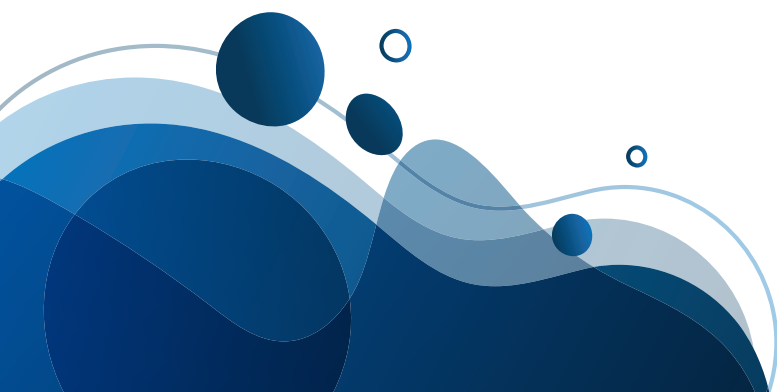
PALESTINE



Palestine



The Creative Mediterranean team were in Ramallah, Palestine on the 24th and 25th May 2023 for the kickoff of the selected business proposals with Asala, the Palestinian Businesswomen's Association and selected Business Support Organisation under the project. The funded projects are: Askadar for Culture and Arts, Handmade Palestine, Meera Adnan, and Udulele.





Hala Shakhshir, Askadar for Cultural Arts



Morgan Cooper Totah, Handmade Palestine



Meera Albaba, Meera Adnan



Hammam Othman, Udulele



As with previous visits, over the course of two days, beneficiaries learned about the **CREACT4MED** activities, and brainstormed synergy opportunities where entrepreneurs were challenged with a view to strengthening their business proposals. Following the event, these projects are ready to be launched with the help of the Palestinian Business Support Organisation, Asala.



On the first day, María Ruiz de Cossío, (Project Officer at Euro-Mediterranean Economists Association – EMEA), explained the **CREACT4MED** roadmap outlining the project activities under the subgrant activity. Following that, Mr Samer Makhoul of Al-kasaba Theatre and Cinematheque, a cultural NGO, gave a presentation on fundraising for entrepreneurs focusing on individual donors considering the aspects of the Palestinian diaspora, and Ms Raja Rantisi, Asala’s Executive Director, gave inspirational talks.



Following that, the entrepreneurs presented their entities and work plans under the **CREACT4MED** subgrant scheme. They were met with Alia Arasoughly Director General of Shashat Women Cinema, an independent women’s cinema NGO in Palestine, who gave them feedback on their pitches. The event also included the participation of Ms. Mona Ishaq from the EU Delegation in East Jerusalem.

Finally, the day ended with a networking cocktail where the entrepreneurs could meet other female entrepreneurs in the cultural and creative industries in Palestine.





In the afternoon, each entrepreneur sat down for a one-to-one session with the **CREACT4MED** team to revise and improve the business proposals. In parallel, entrepreneurs were interviewed on their experiences so far with the **CREACT4MED** project.

CREACT4MED: CULTURAL AND CREATIVE BUSINESS PROPOSALS

KICK-OFF WITH FUNDED PROJECTS - PALESTINE 24th and 25th May

24th May 2023

10:00-10:30	Welcoming coffee
10:30-11:10	CREACT4MED Roadmap presentation: - CREAT4MED activities for entrepreneurs: kick-off, summer school, networking events, regional dialogues, annual and final conference, impact assessment Q&A
11:10-11:30	Coffee Break
11:30-12:30	Administrative and Financial Procedures Q&A
12:30-13:30	Lunch break
13:30-14:00	Fundraising Presentation & debate by Mr Samer Makhoulf
14:00-14:30	Inspirational speaker: Ms. Raja Rantisi, Asala's Executive Director
14:30-16:30	Pitch Presentation of the Projects and Questions from local experts (Max 30 min per project)
16:30-17:00	Group Photo
19:00-20:30	Networking cocktail at Baranda Restaurant

25th May 2023

10:00-10:30	Welcoming coffee & Presentation of the activities of the day
10:30-11:30	Visit to Cultural Center: Inash Al Usra
11:30-12:25	One to One: Handmade Palestine - Interview: Askadar
12:30-13:25	One to One: Meera Adnan - Interview: Handmade Palestine
13:30-14:30	Lunch break
14:30-15:25	One to One: Askadar - Interview: Udulele
15:30-16:30	One to One: Udulele - Interview: Meera Adnan

Entrepreneurs in Palestine



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 in 2023 Askadar is engaging 150 students in art activities such as: Ballet, Dabka, Music and Drawing.



Handmade Palestine provides a bridge for diasporic Palestinians to connect with their cultural heritage by offering fair trade handicrafts rooted in Palestinian tradition, from 32 Palestinian artisans and cooperatives. For their customers, Handmade Palestine's website gives access to the highest quality, fairly traded handicrafts directly from Palestine, with stories of the makers and their heritage.



MEERA ADNAN is a Palestinian contemporary clothing and accessories label from Gaza City established in 2019. Their work focuses on reclaiming narrative and is influenced by religious, political, and local references that create a romantic and nostalgic visual monologue.



Udulele is a new instrument, that combines the structures of an Oud and the design and features of a guitar, enabling musicians to play Arabic Maqams using distinctive microtonal frets, while also playing chords and western scales. Udulele is fully electric, allowing for full sound distortion. Udulele is designed and built by Palestinian Musician Tamer Omari, in partnership with Momentum Labs.

Palestine Visit participant profile:

Total participants: 14

Gender distribution: 79% Women

Participating entities:

EMEA (lead)

IEMED (Project Partner)

ASALA - Palestinian Businesswomen's Association (CREACT4MED Incubator and local partner)

List of Participants:

Alia Arasougly
Ayah Asaad

Hala Shakhshir
Hamam Othman

Lara Salous

Lina Okaily

Meera Albaba

Mohammad Abu Libdeh

Mona Ishaq

Morgan Cooper Totah

Raja Rantisi

Ruba Rajab

Samer Makhoulf

Yasmin Saadeh

Shashat Women Cinema

Asala - Palestinian Businesswomen's
Association

Al-kasaba Theatre and Cinematheque
Udulele

Woolwoman

Naksheh store

Meera Adnan

Expert

EU Delegation East Jerusalem (Office of
the European Union Representative (West
Bank & Gaza Strip, UNRWA)

Handmade Palestine

Asala - Palestinian Businesswomen's
Association

R-Fashion

Al-kasaba Theatre and Cinematheque

Asala - Palestinian Businesswomen's
Association



TUNISIA

Tunisia

The Creative Mediterranean team were in Tunis on the 23rd and 24th January 2023 for the kickoff of the selected business proposals hosted by Minassa - INCO Tunisie, the selected Business Support Organisation under the project, and Redstart Tunisia, **CREACT4MED** Project Partner. The entrepreneurs are: Digital Cultural eXperience, Klink, Maft, and The Virtual Art Gallery.



Malek Hachena and Mayssa Ben Fredj, Maft Studios



Mohamed Ali Midani, DCX Digital Cultural eXperience



Hamza Chakroun and Siryne Eloued, La Galerie VR



Sherzade Amous, Klink



As with previous visits, over the course of two days, beneficiaries learned about the **CREACT4MED** activities and brainstormed synergy opportunities where entrepreneurs were challenged with a view to strengthening their business proposals. Following the event, these projects are ready to be launched with the help of the Tunisian Business Support Organisation, Minassa.



The brainstorming session was moderated by Douja Gharbi, CEO of RedStart Tunisie with the participation of Ouafa Belgacem, Culture Funding Watch and Malek Gharbi of Ba9chich, a crowdfunding platform for African content creators. The session had the aim of challenging the entrepreneur’s business models, gathering input from other entrepreneurs and building synergies among the group.

To end the day, the entrepreneurs attended a networking session with other cultural and creative actors in the Tunisian ecosystem, organised by Redstart Tunisie.

The second day started with a presentation by Maria Ruiz de Cossío from EMEA about the administrative specificities of the grant, the deadlines, and the reporting procedures. Then, each entrepreneur sat down for one-to-one sessions to revise their business proposal and resource allocation of the subgrant with the **CREACT4MED** team. In parallel, entrepreneurs were holding interviews to tell their stories and the roles of **CREACT4MED** in support of their project.

The event ended with a visit to Ennejma Ezzahra design hub located at the Arab and Mediterranean Music Centre in Sidi Bou Said. It is a place of exchange, support and training for craftsmen and designers who want to improve their skills.



Tunisia Visit participant profile:

Total participants: 17

Gender distribution: 76% Women

Participating entities:

EMEA (lead)

IEMED (Project Partner)

Minassa - INCO Tunisie (CREACT4MED Incubator and local partner)

List of Participants:

Aicha Savelmi

Bilal Nsib

Claire Nakkachi

Hamza Chakroun

Henri Flamand

Leila Hizaoui

Malak Hachana

Malez Gharbi

Mariem Zraier

Mayssa Ben Fredj

Meriem Aouadi

Mohamed Ali Midani

Ouafa Belgacem

Sherazade Amous

Siryne Eloued

Slimene Ben Mrad

Soukaina Bessouda

Menapics

ARTY

Minassa - INCO Tunisie

La Galerie VR

Minassa - INCO Tunisie

Minassa - INCO Tunisie

MAFT STUDIOS

Ba9chich

Minassa - INCO Tunisie

MAFT STUDIOS

MAFT STUDIOS

Digital Cultural eXperience

Culture Funding Watch

KLINK

La Galerie VR

Minassa - INCO Tunisie

Digital Cultural eXperience

CREACT4MED: CULTURAL AND CREATIVE BUSINESS PROPOSALS

KICK-OFF WITH FUNDED PROJECTS - TUNISIA 23rd and 24th January 2023

23rd January 2023

10:00-10:30	Welcoming coffee
10:30-11:15	Ice-breaking game
11:15-12:30	CREACT4MED Roadmap presentation: - CREAT4MED activities for entrepreneurs: kick-off, summer school, networking events, regional dialogues, annual and final conference, impact assessment - Q&A
12:30-13:30	Speaker presentation
13:30-14:30	Lunch break
14:30-15:30	Pitch Presentation
15:30-17:00	Brainstorming Synergy opportunities Moderated by: Douja Gharbi, with the participation of Ouafa Belgacem, Culture Funding Watch
17:00-19:00	Networking cocktail at DON PAPA

24th January 2023

10:00-10:30	Welcoming coffee
10:30-11:30	Administrative and financial procedures - Sign SGA and declaration
11:30-12:00	Q&A session
12:00-13:00	One to One - La Galerie VR and DCX - Interviews - Maft Studio and KLINK
13:00-14:00	Lunch break
14:00-15:00	One to One - Maft Studio and KLINK - Interviews - La Galerie VR and DCX
15:30-17:00	Visit to Ennajma Ezzahra design hub to Sidi Bou Said

Location: Offices of Minassa, 34 Rue des Andalous, Tunis

Entrepreneurs in Tunisia



DCX believes that promoting heritage among young people is a key factor to build a prosperous and peaceful society. Their goal is to create attractive platforms and XR experiences that (re)connect young people with their heritage. In collaboration with experts and scientists, DCX creates immersive 3D, VR and AR experiences using storytelling and interactive gaming tools to enhance museum mission, engaging the visitor in an educational and leisure experience. Monuments, artefacts and personalities come to life through virtual and augmented reality applications to make learning and the museum's visit a joyful experience.



Klink is a booking platform for artists. It allows a connection between event organisers and artists. No more wasting time, money, or energy in finding artists and organising an event. Klink will close the gap between event organisers and the artists and will serve as a springboard allowing them to access the event market and optimise their work schedule.



Maft is an e-commerce & multiservice platform that represents and promotes emerging brands and creative entrepreneurs from the MENA region, in the fashion, design and handicraft sector internationally.



La Galerie VR is a digital platform for the creation and reproduction, hosting, and sale of 360° 3D virtual tours and VR (Virtual Reality), specialising in visual art exhibition spaces. The virtual tours remain faithful to the architecture, the accuracy of the artworks, the spirit, and the atmosphere of the exhibitions. With 20 years of experience in 3D (Archviz) specialising in interior architecture and a background in new immersive technologies such as video games and VR, La Galerie VR creates existing or imagined spaces for art exhibitions. La Galerie VR allows the user to be completely immersed in an interactive and hyper-realistic virtual reality.

The image features a vibrant purple abstract design. It consists of several overlapping circles and organic shapes in various shades of purple, from light lavender to deep magenta. The word "PARTNERS" is centered in a bold, white, sans-serif font. There are also several small, hollow purple circles scattered throughout the composition, adding to the dynamic and modern feel of the graphic.

PARTNERS

Lead partner:



Participating Partners and Business Support Organisations:

