



NO1. – SEPTEMBER 2023

CREACT4MED NEWSLETTER

SPECIAL EDITION

CReative Entrepreneurs ACTing FOR
the future of the MEDiterranean



CREACT  **MED**

CREATIVE MEDITERRANEAN



Prof. Rym Ayadi

*Director of the
CREACT4MED Project*

Foreword

Cultural and creative entrepreneurship is a key economic sector to drive growth and prosperity. The **CREACT4MED** project is making a great contribution to this by pushing CCI as a priority vector of economic development to create economic, social, and community value essential for healthy and resilient societies.

As part of its sub-granting pillar, **CREACT4MED** provides direct support to young entrepreneurs in Egypt, Jordan, Lebanon, Morocco, Palestine, and Tunisia. Each enterprise will receive up to €15,000 to implement their business idea. This process began in the summer of 2022 when the project launched a call for cultural and creative business proposals. After a rigorous written and pitch evaluation process, 24 entrepreneurs have been selected to receive the subgrant.

In this newsletter, we are thrilled to announce the winning business proposals. You can read their profiles, their expected impact, and what they have gained from the **CREACT4MED** project so far.

We would like to take the opportunity to thank all entrepreneurs who applied to the call, and we look forward to seeing all business proposals thrive to contribute to a flourishing CCI ecosystem in the Southern Mediterranean.

About CREAT4MED

CREACT4MED is an EU-funded project which aims to strengthen businesses within the Cultural and Creative Industries (CCI) in the Southern Mediterranean.

It seeks to support entrepreneurs and start-ups, create jobs, and foster sustainable economic growth, with a particular focus on young people and women.

Project full name: CReative Entrepreneurs ACTing FOR the future MEDiterranean

Grant agreement number: ENI/2019/412-505

Budget: €2,220,675 (90% funded by the EU Commission)

Timeline: 1st March 2020 – 31st July 2024

CREACT4MED Goals:

- Boost CCI businesses and entrepreneurship in the Southern Mediterranean, increasing the capacity of CCI to attract investment, create jobs and foster inclusive economic growth.
- Empower current and potential entrepreneurs, particularly young people and women, to start or grow CCI businesses through tailored training and financing opportunities.
- Establish a regional CCI hub to bring together actors from North Africa, the Middle East and Europe, strengthening networking, exchanges and cooperation in the sector across the Mediterranean.

CREACT4MED is led by the Euro-Mediterranean Economists Association (EMEA) and implemented by a consortium of partners across Europe and North Africa.

Our Entrepreneurs

There are **24 entrepreneurs** selected from the **6 target countries**: Egypt, Jordan, Lebanon, Morocco, Palestine, and Tunisia. The entrepreneurs work in a range of sectors, from handicrafts to video production, to gastronomy, to performing arts and are at various stages in their development.

According to the work plans, a **total of 131 new job opportunities** for young people and women (37 work contracts and 94 freelance contracts) are expected to be created through the implementation of their projects. Over half of the companies are led by women and young people.

EGYPT



[Website](#)

Stage of development: Growth stage

Year of establishment: 2018

Number of jobs to be created: 18

Led by women.

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 (a 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.

The subgrant will help launch marketing activities, support the launch of an e-commerce platform and website, as well as set grounds for business development and scalability. It will also be used for equipment and training for the start of fabric manipulation experimentation vital for B2B business and export.

"At this stage, CREAT4MED has helped ALMAH visualise its business plan for the coming years. We are hoping this amazing opportunity will ignite Almah's potential and give it the necessary push for success."



[Website](#)

Stage of development: Growth stage

Year of establishment: 2018

Number of jobs to be created: 6

Led by a young woman.

Duma Toys specialises in premium quality hand-knitted products and toys for children. Based out of Cairo, Duma Toys 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.

Duma Toys objective for the CREAT4MED subgrant is to increase product offerings, improve the site's e-commerce sales experience, expand market reach, and certify **Duma Toys** as a fair-trade company.

They will increase their product offerings by developing new product lines and baby collections with unique and creative designs. They will improve their eCommerce by developing a customisation feature where customers can easily create their look-alike-doll with a variety of colours and designs.

Finally, using CREAT4MED financial support, they will attend an international fair to reach new markets and establish new partnerships. Certifying **Duma Toys** as a fair-trade company will help put Duma on the radar of ethical international distributors, wholesalers, and stores.

"CREACT4MED will support us in achieving our objectives. The financial support alongside the capacity building, networking, and experience-sharing activities planned under the project will help us reach our intended outcomes."



REFORM

STUDIO

[Website](#)

Stage of development: Scale-up stage

Year of establishment: 2013

Number of jobs to be created: 7

Led by young women.

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

Plastex is a 100% eco-friendly handmade fabric that is made out of wasted plastic bags interwoven with natural fibres, Egyptian cotton, or polyester threads.

Plastex is made up of hundreds of patterns, textures, and designs. **REFORM** was founded by Mariam Hazem & Hend Riad.

REFORM Studio will use the subgrant to develop 50 new sustainable products and to internationalise their business by opening a shop in Dubai with at least 20 sales per month.

"Being part of the CREAT4MED project will allow us to get to know new stakeholders and potential clients."





[Website](#)

Stage of development: Growth stage

Year of establishment: 2012

Number of jobs to be created: 7

Led by young people.

Teatro Alsaeed for Theatre and Arts is a company with multiple experiences in 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, holding workshops and artistic performances, and always trying to enhance the independent theatre troupes by providing administrative and artistic advice to the troupes or by providing the requirements of a theatre space with low prices.

Teatro Alsaeed will launch an incubation programme for theatre troupes in El-Minya, Upper-Egypt, to provide them with key artistic and administrative skills without the need to travel to the capital Cairo. Given that professional training is difficult to find outside the capital, this project will contribute to the decentralisation of the theatre industry. After the training, participants will be offered production opportunities.

Artistic skills training will be provided through acting, storytelling, and theatre direction training. Administrative skills will include arts management training such as fundraising, networking and partnerships and how to run arts projects. By the end of the incubation, there will be 3 theatre productions by the selected 3 theatre troupes as an outcome of the project.

“We believe that the CREAT4MED project will help us network with other entrepreneurs, providing an opportunity for collaboration and peer-to-peer learning. The mentoring provided by the project will also support us in scaling our work and ensuring our business plan is sustainable.”

JORDAN



[Website](#)

Stage of development: Prototype stage

Year of establishment: 2018

Number of jobs to be created: 14

Led by a young woman.



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, artisans are guided to maximise their skills to generate revenue and support their families for a better life.

The CREAT4MED grant will allow **GIOIA** to conduct research and upgrade the quality of their shoes, as well as adapt a traditional craft to the latest trends in the global fashion industry. Moreover, they will launch an entire new collection marketed worldwide meaning their products will be available for purchase online for the first time with sales beyond Jordan.

"The CREAT4MED subgrant will support GIOIA in launching our new strategy to improve the quality and designs of our shoes and reach global markets. More importantly, this support will boost our capacity by adding other artisans to our existing team and display regional heritage in the fashion industry."



[Website](#)

Stage of development: Growth stage

Year of establishment: 2019

Number of jobs to be created: 16

Led by young people.

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 colours.

They are translated into sign language too. **Puppets World** theatre received many global awards including the Austrian Intercultural Achievement Award 2022.

Puppets World will hold interactive workshops using puppet theatre to teach children about cultural heritage. These workshops will help them understand and appreciate their background and will allow them to explore their culture.

* Networking opportunities: *“CREACT4MED will provide networking opportunities for Puppets World. This can help us to connect with other artists, producers, and organisations in the industry, leading to potential collaborations, sponsorships, and performances.”*

* Professional development: *“CREACT4MED funding and mentoring will support our team’s professional development and improve our skills.”*

* Innovation and creativity: *“CREACT4MED encourages innovation and creativity, which is essential for Puppets World to stand out. This experience will develop our ability to explore new ideas and experiment with different forms of puppetry to create unique and engaging performances.”*



[Website](#)

Stage of development: Prototype stage

Year of establishment: 2022

Number of jobs to be created: 8

Led by a young woman.

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.

The subgrant will allow **Talaween** to transform the print curriculum into an interactive, online application for kids. It will provide them with the freedom to push boundaries and explore how to merge art and technology whilst helping youth gain soft skills.

“CREACT4MED will help us by giving us this chance to experiment and create something new. It will also connect us with future potential donors and partners, and help us create an international network to expand our scope beyond Jordan.”



[Website](#)

Stage of development: Growth stage

Year of establishment: 2016

Number of jobs to be created: 3

Led by a young woman.

ViaVii is a transformative SaaS platform and an online marketplace designed for the MENA region’s fragmented and 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 travellers and locals seeking unique, authentic activities, and governments in need of a regulated and centralized digital tourism sector, **ViaVii Plus** and their 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.

Using the CREAT4MED subgrant, **ViaVii** will equip and empower 10 women-led ventures in Jordan. The plan entails digitising these businesses and providing them with comprehensive tourism training. They offer tailored support to each of the participating businesses based on their individual needs. Mentorship and access to resources will facilitate expansion. Additionally, they will relate to relevant networks and opportunities that can further enhance their businesses. The goal is to contribute to the economic empowerment of women in Jordan and promote sustainable tourism in the region.



"The CREAT4MED subgrant presents an opportunity for us to achieve our goal of empowering women-led businesses in Jordan through comprehensive tourism training and digitisation. The subgrant will provide us with the necessary financial support to execute our plan effectively. However, beyond the financial aspect, the exposure and visibility that comes with being part of the CREAT4MED network will be invaluable in promoting our initiative and attracting potential partners and collaborators. We also believe that being part of a community of like-minded individuals and organisations will foster learning, collaboration, and knowledge sharing.

Overall, CREAT4MED will help us achieve our goals by providing us with financial and non-financial resources that will enable us to empower women-led businesses in Jordan and promote sustainable tourism in the region."



LEBANON



[Website](#)

Stage of development: Scale-up stage

Year of establishment: 2017

Number of jobs to be created: 1

Led by a young person.



Cezar's Projects is a youthful rural development initiative working 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.

Considering 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. These activities have created around 74 direct job opportunities as well as made a remarkable economic and social impact in the local community.

Through the CREAT4MED project, **Cezar's Projects** are aiming to develop a hub (atelier) located at Farmville Barouk equipped with machines so that local Shouf women can be trained to work on waste up-cycling through crocheting and sewing to produce innovative, and creative products with unique designs to sell.

"CREACT4MED will facilitate our access to needed resources in order to develop our Waste To Art Project. Additionally, it will contribute to building the capacity of Cezar's Projects and open new opportunities for partnerships and networking."



Outdoor apparel

[Website](#)

Stage of development: Growth stage

Year of establishment: 2020

Number of jobs to be created: 1

Led by young people.

ClimberSpace is an outdoor small business specialising 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.

With the CREAT4MED subgrant, **ClimberSpace** plans to become Vibram-certified cobblers to build and strengthen their reputation. From there, they will launch an e-commerce website and expand their business to other countries in the Middle East.

“The CREAT4MED project will not only provide us with financial support to ex-port our products beyond Lebanon, but it will also allow us to make impactful connections across the Mediterranean. This, and the mentorship throughout the project, will bolster the sustainability of ClimberSpace.”



Video Production

[Website](#)

Stage of development: Growth stage

Year of establishment: 2020

Led by young people.

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 optimised workflows tai-lor made to every project.

They cover the whole journey of a project, from the Idea Creation and Elaboration to the Script Writing, 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.

The plan is to launch a VFX (visual effects) learning hub that welcomes passionate graduates interested in learning and launching a career in VFX. They will go through a learning program that will equip them with the skills needed to pro-duce VFX work.

“Not only will CREAT4MED help us to invest in equipment and personnel in order to design and launch the program, but it is helping us with insightful mentor-ship on how to optimise the business plan and structure to ensure it’s sustainable. They are also a motivation for us to keep pushing to get the best results for the project.”



Virtual Tourism

[Website](#)

Stage of development: Prototype stage

Year of establishment: 2016

Number of jobs to be created: 9

Led by a young person.

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.

Tourific plans to launch their platform which will revolutionise the way people plan and book tours and activities. The funds will be used to cover early market-ing efforts allowing them to reach their target audience and promote the plat-form to potential users.

Additionally, they plan to use the subgrant to hire talented and skilled individuals who will help them to develop and improve the platform, ensuring that it is user-friendly, efficient, and effective. They believe this will be critical to their success in the highly competitive travel and tourism industry.

"I am particularly excited about the non-financial benefits that come with this subgrant, particularly the networking and partnership opportunities. Being a part of the CREAT4MED community will provide us with access to other like-minded entrepreneurs and potential collaborators in the industry. This kind of support and guidance is invaluable for a startup like ours, and we believe it will greatly contribute to our success."

MOROCCO



Handicrafts

[Website](#)

Stage of development: Growth stage

Year of establishment: 2018

Number of jobs to be created: 5

Led by a woman.



CRÉ ARTISANAT currently offers a range of handmade leather goods and accessories under the brand name Bilyadi - 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.

The CREAT4MED program will help **CRÉ ARTISANAT** to structure the business, both in terms of human resources and production.

CRÉ ARTISANAT's main objectives for 2023 are to bring new people into the project and, to work on the digitalisation of the custom production process and, finally, the promotion of the Bilyadi brand and concept.



Together with the CREAT4MED team, they have drawn up an action plan to achieve these objectives with multiple impacts:

1. Capacity building to work on new product collections for B2C and B2B sales,
2. Build long-term partnerships with their artisans.
3. Strengthening brand image and reputation, capitalising on the concept of cus-tom-made products to export internationally.

"The CREAT4MED subgrant will allow us to take our first step in the market and pay the best tribute to Moroccan craftsmen/women. From this work, we plan to develop a national network of professionals of different Moroccan crafts and to organise meetings between young creators and professional craftsmen/women. This network has the aim of launching young people into the cultural and creative industry to preserve and transfer traditional craft knowledge."





Felicity

Atelier de Chocolat

Gastronomy

[Website](#)

Stage of development: Prototype stage

Year of establishment: 2022

Number of jobs to be created: 5

Led by women.

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.

With the CREAT4MED subgrant, **Felicity** will launch their marketplace website in order to internationalise their chocolate. They will also attend a Chocolatier Exhibition to expand their network of artisan chocolate producers in Morocco.

“The CREAT4MED grant will help us as we are now part of something bigger, we are now part of an ecosystem of entrepreneurs.”





Help Mariage
my wedding assistant

Digital Platform

[Website](#)

Stage of development: Prototype stage

Year of establishment: 2020

Number of jobs to be created: 2

Led by young women.

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.

With the CREAT4MED subgrant, **Help Mariage** will finalise its IT development and launch its mobile application. Moreover, the grant will support the creation of 2 full-time jobs.

"CREACT4MED helped us hugely with our business plan and strategic development. We now have a clear vision of where we want to be in a year's time and how we will get there."





Furniture Design

[Website](#)

Stage of development: Growth stage

Year of establishment: 2020

Number of jobs to be created: 5

Led by a woman.

HKids is a company specialized in the manufacture of personalized children's furniture that is scalable and employs innovative solutions. At **HKids** 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.

HKids plan to create high-quality content for their website and social media channels in order to communicate more effectively with existing customers and attract new ones. They will use a portion of the grant to create jobs by recruiting specialized personnel for digital content creation. These individuals will be re-sponsible for developing an effective content strategy, creating original and high-quality content for our website and social media channels, and managing interactions with our customers on social media.

Also using the subgrant, they will set up a professional photography studio. This will allow the production of high-quality images for the website and social media channels, which will improve the overall quality of the content and help strengthen the brand. Staff will be provided professional photography training to ensure consistent quality.



“CREACT4MED will help us in several ways. First, the grant will allow us to im-plement our digital strategy, which includes improving the quality of our website and social media presence, creating high-quality content, and optimizing our online presence.

In addition to the financial support, we are excited to participate in the mentor-ing and training program offered by the Startup Station as part of CREAT4MED. This program provides us with opportunities for professional and personal devel-opment, individual coaching and mentoring, as well as specific training to strengthen our marketing, sales, and product development skills. We believe that this program will help us grow our business by allowing us to benefit from the expertise of other experienced entrepreneurs and exchange ideas with them. We are also thrilled to be able to participate in networking events to meet other businesses and expand our network.

Finally, being a beneficiary of a CREAT4MED grant will enhance our reputation and credibility with our stakeholders, including customers, investors, and part-ners. This will enable us to gain the trust of our stakeholders, which is essential for our long-term success.”



PALESTINE



Performing Arts Academy

[Website](#)

Stage of development: Growth stage

Year of establishment: 2017

Number of jobs to be created: 8

Led by a young woman.

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 children and teens (5 to 15 years old). **Askadar** was founded by a group of young artists and entrepreneurs with the 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.

Askadar will use the subgrant to launch a summer school which will host 150 children between 5 & 15 years old. They will participate in daily lessons and work-shops covering music, dance, acrobatics, sports, and crafts. This summer school is a new service which will also be a home for new employees, mainly artists who struggle to find a source of income in the city of Nablus.



The **Askadar** summer school is founded by a group of young artists and entrepreneurs with the goal to educate children in music and dance and give them a safe, family-friendly environment to explore their creativity.

The Summer School also aims to foster a community centred around arts and culture, engaging public school students, UN school students, women, and others to freely participate in dance, yoga, music, cinema, and drama workshops which provides a good introduction to the arts and sparks a passion in young people.

“The CREAT4MED project will support Askadar in creating new jobs in art, music, and drama, as well as in the upskilling of Palestinian trainers and performers and promote participatory and creative approaches involving the Palestinian children and youth living in Nablus for the rediscovery, storytelling, music and promotion of the Palestinian cultural identity of the city.”



◆ HANDMADE ◆ PALESTINE

Handicrafts

[Website](#)

Stage of development: Scale up stage

Year of establishment: 2014

Number of jobs to be created: 4

Led by a woman.



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.

With this subgrant, **Handmade Palestine** will internationalise their website for European and Gulf buyers as well as develop and implement a creative communications strategy that focuses on storytelling and cultural heritage preservation. This will include hiring a quarter-time team member and hosting artisan training.

"Even a small financial boost can do a lot, but also to join a community of creative entrepreneurs and receive professional support and mentorship will, we hope, help us scale our business and become more sustainable and meaningful."



ميمرا عدنان
Meera Adnan

Fashion

[Website](#)

Stage of development: Growth stage

Year of establishment: 2019

Number of jobs to be created: 5

Led by a young woman.

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.

With the subgrant, **Meera Adnan** plans to create strong connections with partners in the textile industry in the north Mediterranean.

These connections will facilitate **Meera Adnan's** expansion to the global market and showcase high-end and luxury locally produced garments, generally undervalued by international companies.

The subgrant will also fortify local connections to cement a holistic supply and demand chain of textiles in Palestine.

"The CREAT4MED project will allow me to elevate the potential of local talent and expand my knowledge of traditional practices whilst tailoring it to the inter-national market. My full women-led team and I have been working for years in the regional fashion sector. We believe that our collective experiences will be further enhanced by the mentoring and guidance offered by the CREAT4MED project."



udulele

Music

[Website](#)

Stage of development: Prototype stage

Year of establishment: 2021

Number of jobs to be created: Yet to be defined

Led by a young person.



Udulele is a new instrument which 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.

At present, **Udulele** are accepting pre-orders for our product since the website launch. cope with the demand, they are collaborating with a carpenter located on the outskirts of Ramallah to outsource the wood cutting while handling the assembly process themselves.

The grant funds will be allocated to finance the entire manufacturing process, including both the wood cutting and the assembly stages, as well as for promoting the product digitally by producing more audio and visual content.

“CREACT4MED will assist us in meeting the demand by providing financial support for the manufacturing and content creation aspects of our product. Additionally, they can aid us in connecting with cultural and musical events to educate our audience about our new instrument.”

TUNISIA



Virtual Tourism

[Website](#)

Stage of development: Prototype stage

Year of establishment: 2018

Number of jobs to be created: 6

Co-founded by a woman.

DCX believes that promoting heritage among young people is a key factor in building a prosperous and peaceful society. Their goal is to create attractive plat-forms 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 experiences, engaging the visitor in an educational and leisure experience. Mon-uments, artefacts, and personalities come to life through virtual and augmented reality applications to make learning and the museum’s visit a joyful experience.

With the subgrant, **DCX** will create virtual tours of three cultural spaces in the UAE and enhance the Cultural Tour mobile application with 360° videos, photos, historical texts, voiceovers, and original music. This activity aims to promote her-itage and immerse users in cultural sites in the Middle East. Through the interactive tool, immersive 360° photos, and videos, users will experience a unique and captivating exploration of the history and culture of these re-gions. They will also launch a daily quiz to deepen users’ understanding of the cul-ture and make the experience entertaining and educational.



This exciting cultural adventure will leave users with unforgettable experiences and a deeper appreciation for the heritage. They invite everyone to join them on this journey by downloading the mobile application.

“CREACT4MED can provide networking opportunities, allowing us to connect with other organisations and individuals who can provide expertise, resources, or additional funding to support our project. We will be able to learn from the experiences of other subgrantees who are working on similar projects or facing similar challenges.

Finally, by receiving the CREAT4MED subgrant, we will be able to increase the visibility and credibility of our project, helping to attract more users to our mobile application and raising awareness about the importance of promoting heritage among young people. This can also help to position our organisation as a leader in heritage promotion and potentially open up new opportunities for partnerships and collaborations.”





Digital platform

[Website](#)

Stage of development: Scale up stage

Year of establishment: 2018

Number of jobs to be created: 1

Led by a woman.



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.

The grant will help **KLINK** reach the European market.

Thanks to the CRE-ACT4MED project, they will be able to develop the platform and integrate KLINK FEST which will allow African artists and performers to book shows in Europe.

“CREACT4MED will allow them to:

- 1. Integrate the new KLINK FEST service on the KLINK platform*
- 2. Benefit from a coaching program that will help us with the technical and financial aspects*
- 3. Benefit from an important network and build partnerships*
- 4. Achieve our goals faster”*



maft

Fashion

[Website](#)

Stage of development: Prototype stage

Year of establishment: 2020

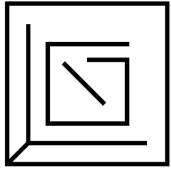
Number of jobs to be created: 6

Led by young women.

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. Using the subgrant, MAFT will relaunch their new digital e-commerce platform by bringing in the best of Mediterranean talents.

"CREACT4MED has helped us to structure our project and to achieve our objectives efficiently. It has also provided visibility leading to potential networking opportunities."





The Virtual Art Gallery

Digital platform

[Website](#)

Stage of development: Prototype stage

Year of establishment: 2022

Number of jobs to be created: 2

Co-led by a young women.



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 completely immerse in an interactive and hyper-realistic virtual reality.

Through the CREAT4MED subgrant, they will be able to finance activities planned in the year 2023. This includes organising international virtual group exhibitions through open calls, organising two giveaways, offering services of space reproduction to a chosen gallery, and creating a space for a solo show for a selected artist.

The platform will be made more user-friendly and inclusive, and regular activity updates will be added to the website. Finally, the virtual tours will be improved based on user feedback and will be available in English, French, and Arabic.



"The project mentoring has been incredibly helpful so far in developing our plans and activities. We are excited for the upcoming summer school where we will be meeting other project holders and laying the groundwork for future collaborations.

The CREAT4MED subgrant will allow the work we do to be financially compensated. As artists and project holders, this is a real game changer, and it allows us to concentrate fully on the project and give it our best."



Project Coordinator



EMEA

The Euro-Mediterranean Economists Association, EMEA, is a Barcelona-based regional think-tank that serves as a leading independent and innovative policy research institution; a forum for debate on the political and socio-economic reforms in the Mediterranean and Africa; and a promoter of actions and initiatives that fulfil objectives of sustainability, inclusiveness, regional integration and prosperity.

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