

When culture meets entrepreneurship



Khaoula Behi , 16 November 2022, Beirut

Introduction of the trainer

International expert in innovation management and societal innovation.

Researcher in the field of crowdfunding and networks in the North African region.

The founder manager of an Innovation lab in Tunis and Berlin,
Future Islands and Maarifa for transition

**KHAOULA
BEHI**

The Alpha



#innovation-management
#strategy #sustainability

Since 2014...

I designed and implemented more than 10 incubation programs in art and music, social innovation, Crisis innovation, digital entrepreneurship, Business to Government, and green innovation.

Stage: Pre-incubation and incubation

Country: Tunisia

Format: Digital and on-site



Agenda

14:00 – 14:30: Discovering Entrepreneurship Ecosystem in Tunisia

14:30 – 14:50: Creative and cultural incubators

--- 10 minute break with questions ---

15:00 - 15:45: Working Group to create your own Creative and cultural incubator

15:45 - 16:00: Group presentation and discussion

Discovering Entrepreneurship Ecosystem in Tunisia

The essence of an entrepreneurial ecosystem is its people and the culture of trust and collaboration that allows them to interact successfully.

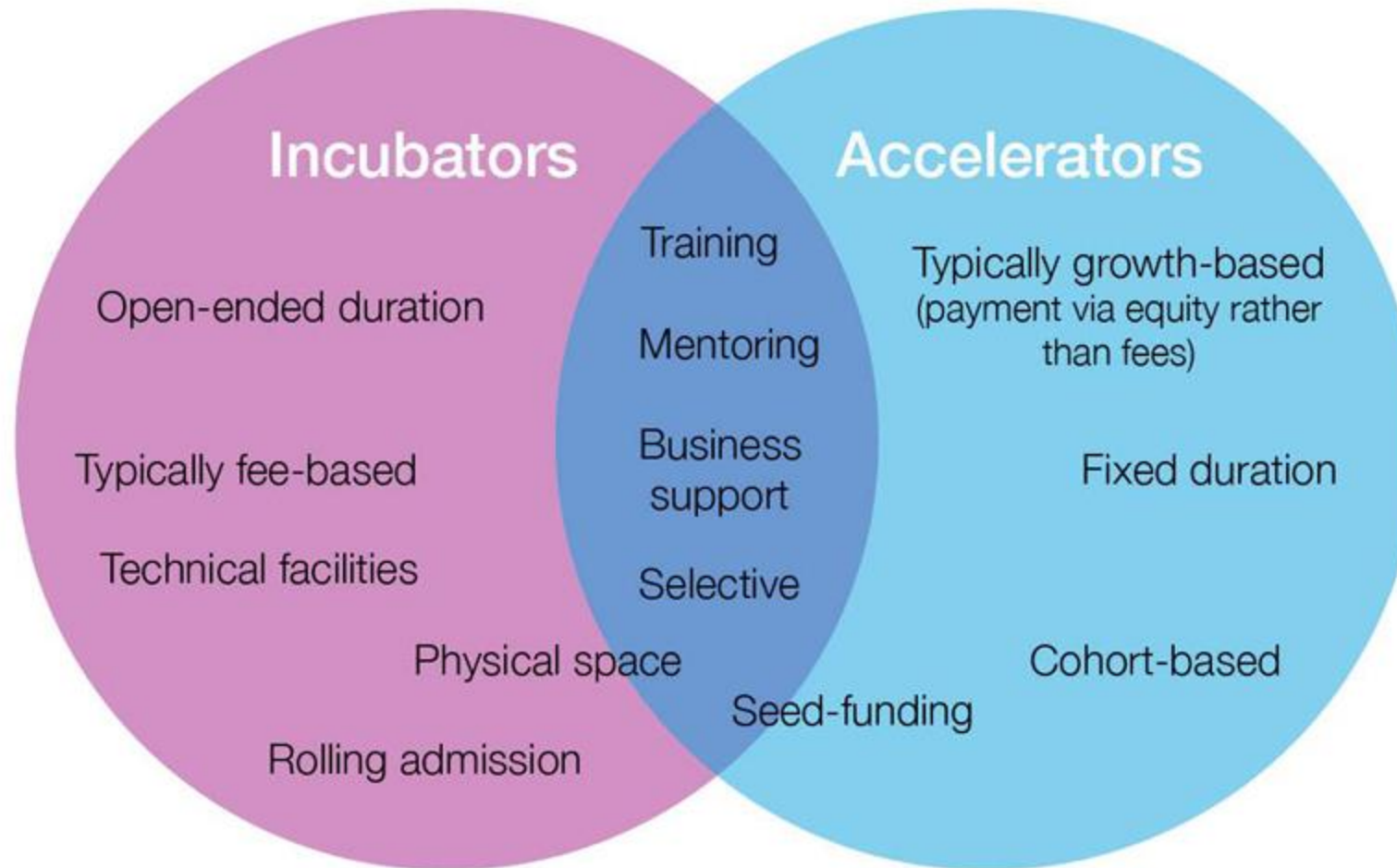
An ecosystem that allows for the fast flow of talent, information, and resources helps entrepreneurs quickly find what they need at each growth stage.

INNOVATION THRIVES
IN DENSE NETWORKS.



Discovering Entrepreneurship Ecosystem in Tunisia

Annexe 1



Source: Adapted from Dempwolf et al. (2014)

Future Islands

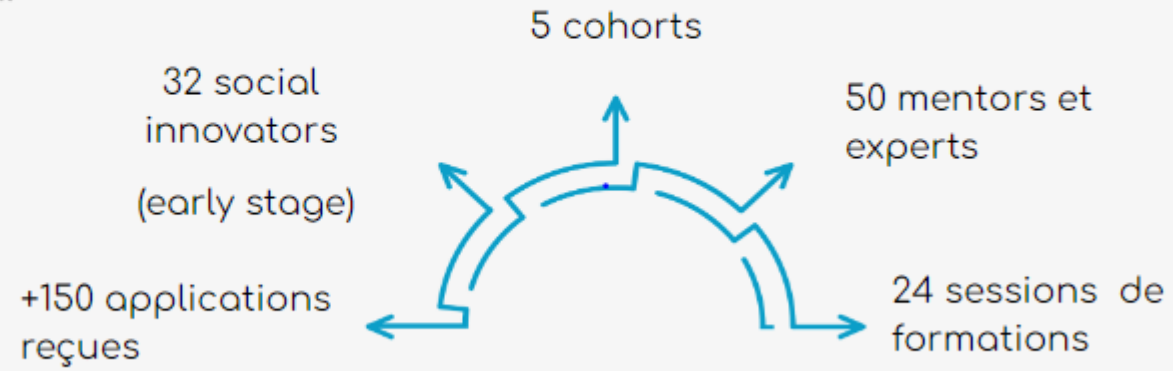
An open innovation incubator for tech and green innovation



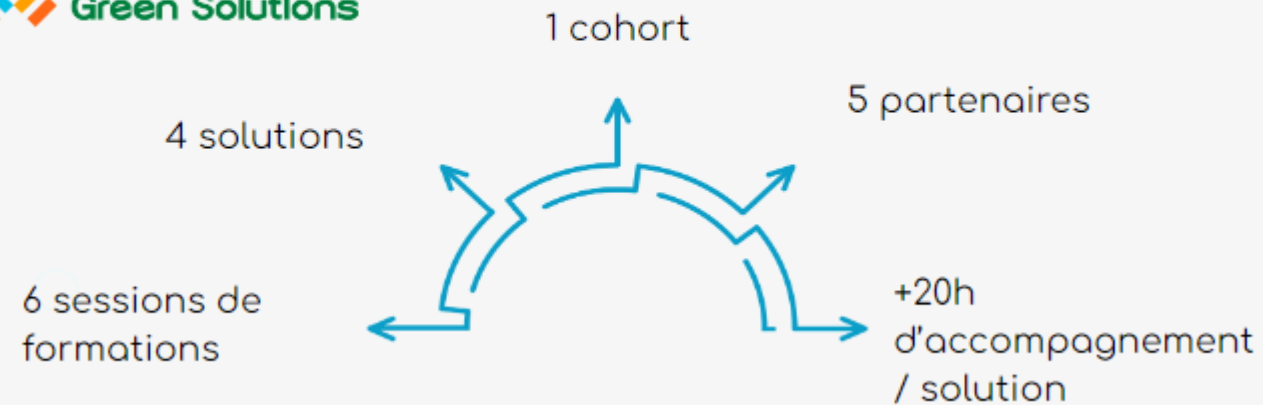
Incubation Program



SOCIAL
INNOVATORS
NETWORK

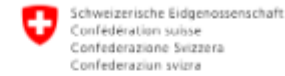


Prototyping For
Green Solutions



Partners

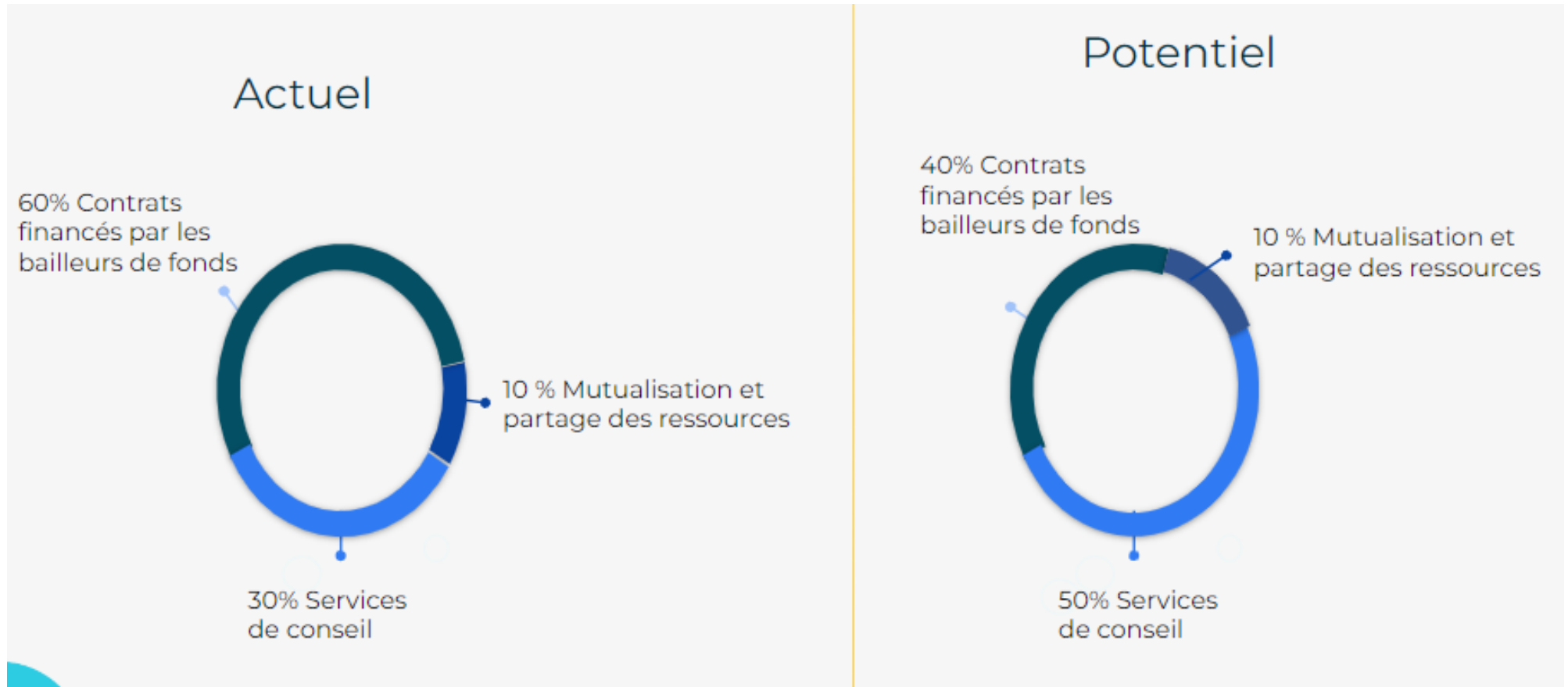
Financial Partners



Technical partners



Revenue Model





05 minutes

CCI sector

- **Creative entrepreneurs** (including arts and design), architects, urban planners;
- **Cultural heritage** professionals within cultural institutions;
- **Cultural & Creative intermediaries and managers** (institutions and cultural operators promoting participation, cultural engagement and communication on cultural experiences/offer enhancement);
- **Publisher professionals and professionals of the audio-visual sector** involved in different forms of cultural production (including digital forms).

Creative and cultural incubators

Creative and cultural incubators operate as reference points for creatives to explore and expand on the dimensions of art, culture and entrepreneurship. The purpose of these incubators is to stimulate their members by offering them opportunities to learn, create, and grow.

Creative and cultural incubators

What is your vision and identity ?

Who are the niche of your incubator ?

What are you offering as training , service , spaces, network, ect

Who is paying for the service ?

Who are your partners from the value chain ?

Exemple 1

Debbo 52 (2014-2015)

This first Tunisian Incubator Arts Project is led in 2014 by a team of artists and cultural managers. The aim is to contribute to the cultural growth by offering space, technical assistance and administrative expertise, networking for young artists who are developing their own artistic projects. During six months Debbo 52 has incubated innovative project as [THEOSOPHIE](#) , [ZIED BAGGA](#), [TRISTAN GAUTIER](#) and Danseurs citoyen .



محضنة مشاريع فنية
Incubateur
de projets

Service offering

Free space for rehearsing and training

Marketing and communication support
(logo+shooting+presentation)

Event and concert organization

Access to media and network



06-03-2015

52-DEBB
الدوبو

محفظة مشاريع فنية
Incubateur
de projets

[Chama]
Groupe SARAB

Learning and takeaway

Beneficiary selection : The importance of establishing a strict selection criteria for the participants

Signing a contract , partnership or MOU

Artist , musician and performers need a cultural manager

Building partnership with the rest of the ecosystem or the value chain

Create a strong branding and strategic positioning

Exemple 2 : Minassa

Minassa is the incubator of the cultural and creative scene in Tunisia.

masterclass et coaching individuels

- > module design thinking
- > module business plan
- > module pitch
- > module fundraising



20 startups
culturelles
& créatives
accélérées

2 appels à projet
par an

incubation

2 appels à projet
par an

2 Initiatives
culturelles
accompagnées
chaque année

société civile

formation

100 jeunes chercheuses
d'emplois
accompagnées
chaque année

4 Initiation à
4 métiers sur
le secteur du
digital



Example 3 : Tunis International Center for Digital Cultural Economy

Explore the space en 3D [here](#)

Public incubator under the Ministry
of the culture



Mahmoud Turki Vs Mohamed Ali Midani

User journey



musicien,
compositeur
interprète.

Concert organization
Access to network

Communication and Marketing
Shooting and promotional video



DCX promotes Heritage
and Culture through
new technologies.



Training in business modeling
Pitching , design thinking , ect

Access to investors , dononrs
and technical partners



05 minutes



Let's have fun and
create a CCI incubator

Let's have fun and create a CCI incubator (30 minutes)

Each participant will pitch an incubator idea in his –her region

Group voting to select three ideas of incubators

Working group to establish

The incubator target

The service offering

The revenue stream

The partnership ecosystem

Appendix 1: Resources

- [Cube project](#)
- [Minassa](#)
- [Debbo 52](#)

Thank you for your attention

Let's keep in touch

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D i s i g n J u s t i c e

D i g i t a l T r a n s f o r m a t i o n

C l i m a t e J u s t i c e

F u t u r e T h i n k i n g

