



## WHAT IS TASHKEIL?

Tashkeil is dedicated to building bridges and facilitating the path to achievement and social change. It intends to do this through connecting a large network of dynamic individuals who are interested in creativity, social development and dialogue.

We aim to inspire the region in achieving its renaissance in opening minds, uniting skills and common interests, building bridges between communities, creating a global network to exchange services and ideas, promoting peace and harmony between cultures through engaging in creative exchanges and dialogue.



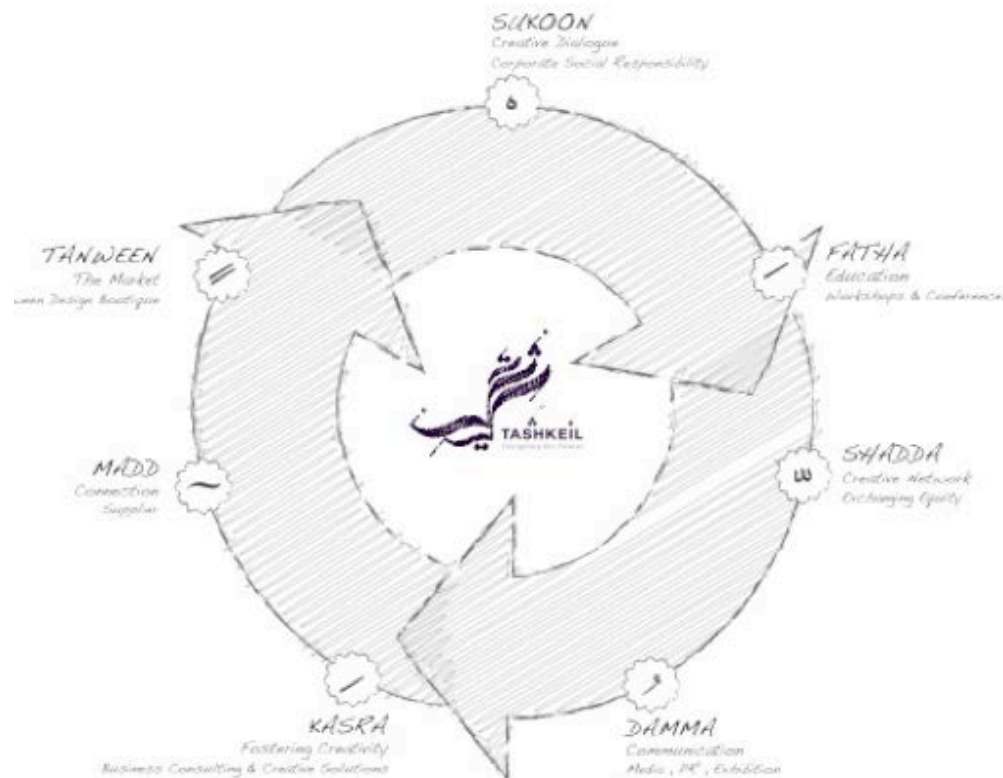
# SOCIO-ECONOMIC MODEL

Tashkeil is a socially conscious consultancy that develops programs and initiatives that create a positive impact and social change.

The initiatives are developed based on the Socio-Economic cycle inspired by the foundation & principles of the Islamic economy.

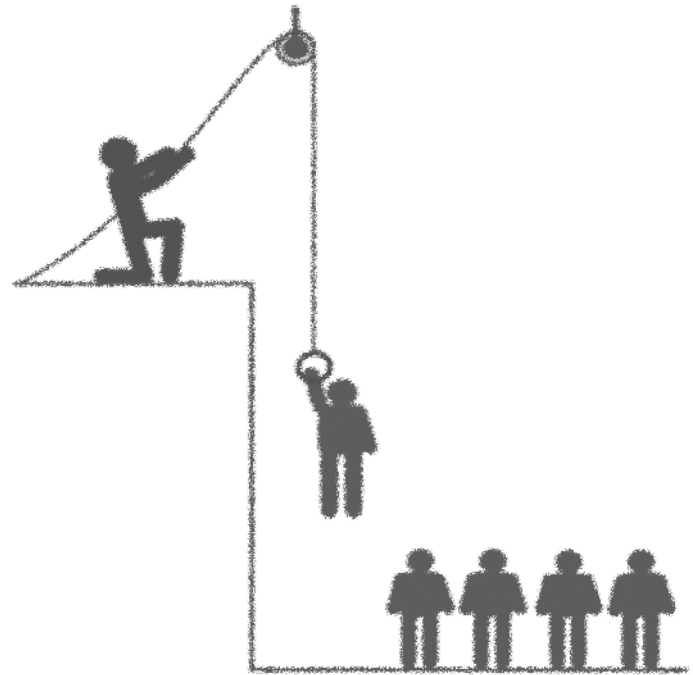
The Socio-Economic model focuses on:

1. Developing individuals while engaging the community and other stakeholders in the process.
2. Providing Creatives with capacity building opportunities, an information exchange forum, media coverage, exhibitions, access to our commercial network and consulting services.
3. Proved its success as a Holistic approach to an ecosystem to reviving Creative industries & enforcing social change.



## MILESTONES 2011 - 2018

- Accelerated more than *200 designers*
- Supported over *4000 creatives*
- Launched *50 projects*
- Accommodated *576 events*
- Hosted over *25,000 guests*



# SCOPE OF WORK

## Who does Tashkeil Serve:

- Individuals | Capacity Building
- Communities | Community Building
- Industries | Industry Building

## What does Tashkeil do:

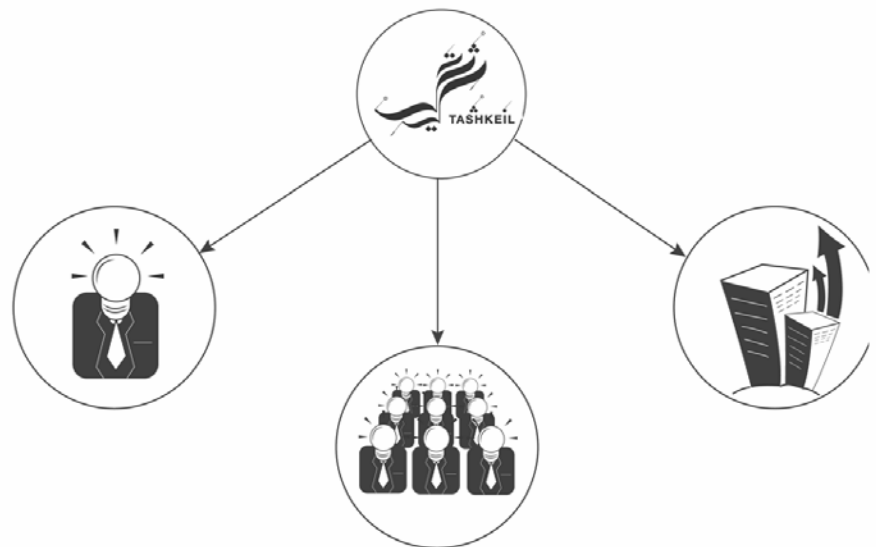
- Design & develop projects
- Design & develop programs
- Design & develop initiatives
- Design & develop events
- Design & develop campaigns

## How Tashkeil does it:

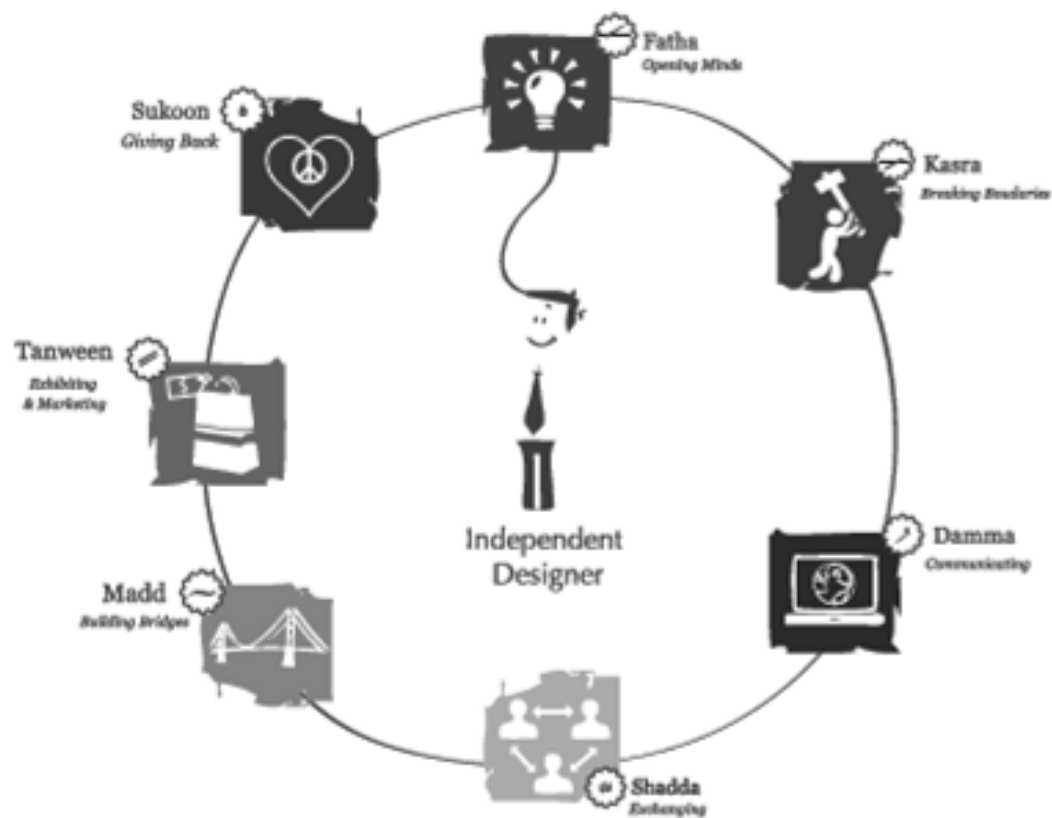
- Multi stakeholder's engagement
- Collaboration with the community
- Co- creation

## What is our Goal:

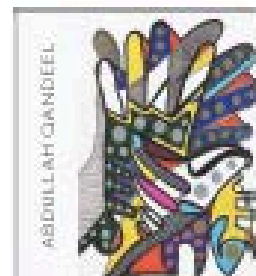
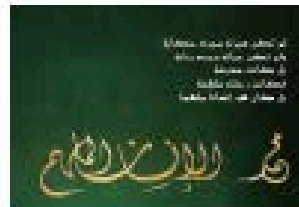
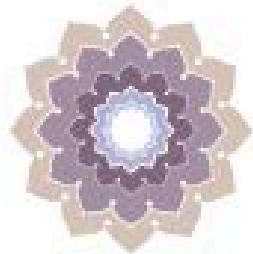
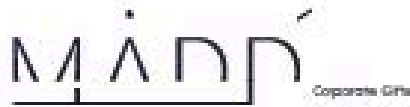
- Social change & development



# Creative Capacity Building



# CREATIVE COMMUNITY BUILDING



# CREATIVE INDUSTRY BUILDING



KAYĀN  
STUDIO + SPACES



المبادرة الوطنية  
السعودية للإبداع  
Saudi National  
Creative Initiative



# INDUSTRY BUILDING

## Saudi National Creative Initiative

A non-profit initiative that aims at exploring and analyzing the reality of local creative Industries in Saudi Arabia. Through a tailor-made long-term project of four years, SNCI is working on identifying the active Saudi creative pioneers, at all levels, so as to document and analyze contemporary Saudi creative industries, their potential and the obstacles they face.

### THE OBJECTIVES

- Diagnosing reality of the Saudi creatives to support and enable them to participate in the local labor market.
- Finding means of sustainable human creative development on accurate information derived from the creatives.
- Analyzing the current creative industries in KSA, identifying obstacles limiting their effectiveness and finding means to overcome them.
- Working on the participation of Saudi creatives effectively in the knowledge production process to help build on the local community
- Shaping the creative industry to cover the Kingdom's labor market needs and meet the development plans



# COMMUNITY BUILDING

## DIWANIYA | FOSTERING DIALOGUE

### THE MOTIVE

Tashkeil is dedicated to building bridges and facilitating the path to achievement and social change. It intends to do this through connecting a large network of dynamic individuals who are interested in creativity, social development and dialogue.

### THE OBJECTIVE

Tashkeil Diwaniya has started with two major objectives in mind which are:

- To encourage Dialogue
- To facilitate the exchange of ideas and knowledge.

### DIALOUGUES

Self dialogue, Cross Cultural Dialogue, Gender Dialogue, Generation dialogue, Creative dialogue, Social Dialogue.



# COMMUNITY BUILDING

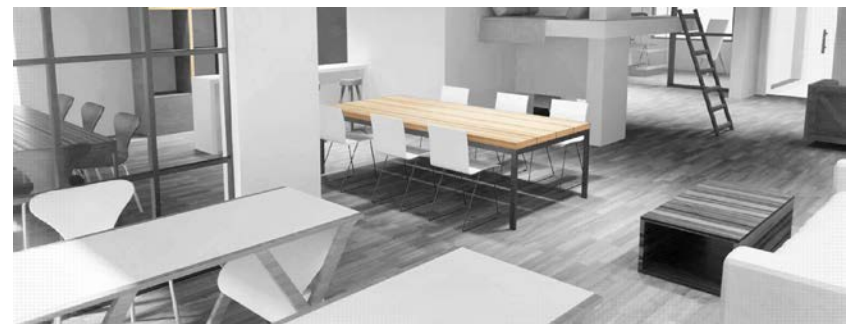
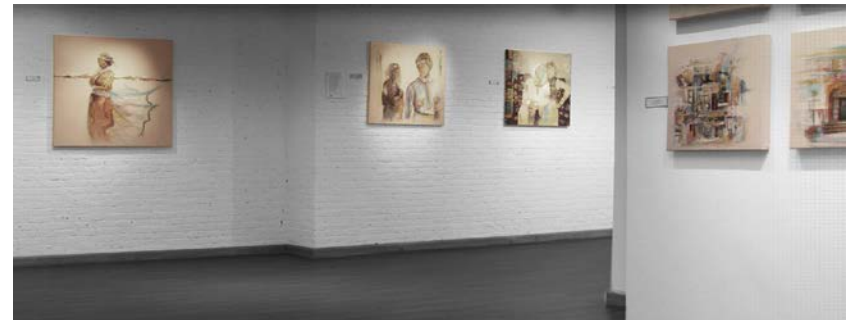
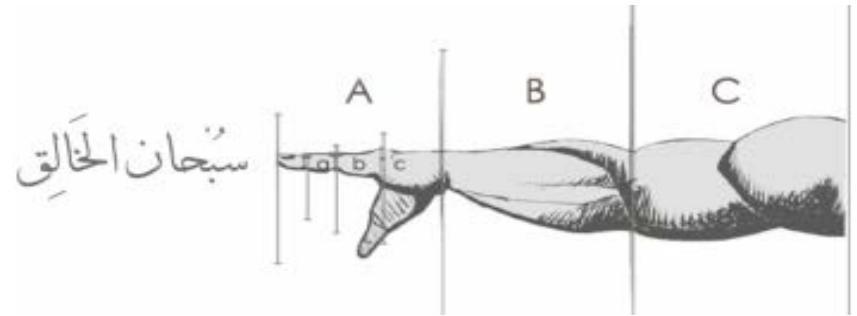
## Kayan Space + Studio

### THE MOTIVE

Offering a unique co-working ecosystem, Kayan's spatial philosophy is inspired by its Arabic roots that signify the coordinated function of the hand form entity which involves connective bones, tissues and muscles working in unison to function together. The working space is designed to support your creative beginnings and innovations by incubating a working ethos based on connectivity, coordination and collaboration like the hand form entity...like Kayan.

### THE OBJECTIVE

Early creative ideas are often hard to develop and grow because of isolation. To help overcome these challenges, Kayan was from the outset designed to offer resources, inspiration and collaboration opportunities for like-minded entrepreneurs.



# CAPACITY BUILDING

## ANAMEL | DEVELOPING CHANGE AGENT

An initiative to improve handcrafts in Al Madina Al Monawara and to work towards emphasizing on the logo "Made in Al Madina"

### Objectives

- Analyze the current situation of the handcrafts sector, its current conditions and the strengths and weaknesses of the people working in it
- Create a scientific documentation on how local handcrafts are made, the required tools, locations and resources
- Build a global partnership with specialized entities to improve and empower local handcrafts
- Improve the skills of youth and encourage them to work in the handcrafts sector.



أنامل مؤمنة. منتجة. مبدعة

# CAPACITY BUILDING

## ERA 8 | DEVELOPING CHANGE AGENT

An initiative to inspire and empower the youth to be the changing agent of their society, where it targets the younger generation to introduce design thinking, and educates on identifying problems

### Objectives

- To foster a conducive environment in Saudi Arabia to facilitate the development of the creative and innovative industries
- To groom a new generation of leaders and develop Saudi Arabia as a nexus for young, creative and entrepreneurial talents in the Middle East and engage them in taking progressive roles in the development of their societies and cities
- To become a notional project to groom a creative, compassionate and collaborative young generation, and supporting them to create change and succeed at different levels for the future
- To youth will explore creative paths through their personal, economic, technological and social domains, and make a positive difference on the society and the world through creativity and innovation





# CAPACITY BUILDING

## Mohammad the Inspiring Human (Event)

Mohammad the Inspiring Human Event allowed looking at Religion from a spiritual creative prism.

Each year the Event features local artists and creatives who are inspired by Prophet Mohammad in an attempt to highlight areas of his journey as human who appreciated creativity & beauty.

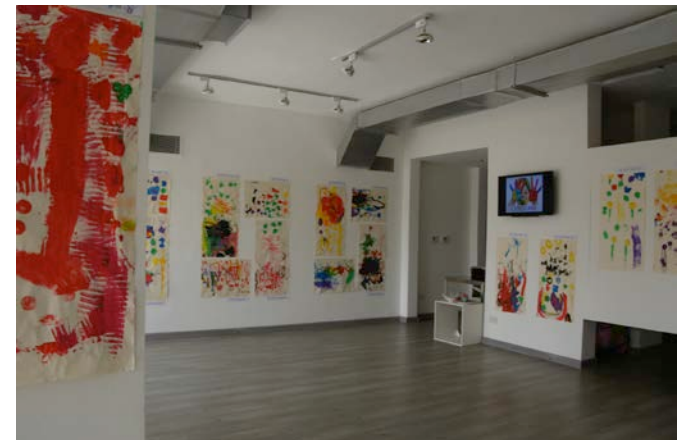
This is the first event, where religious scholars and artists come together to celebrate the spirit of creativity in Islam



# CAPACITY BUILDING

## Little Hands Event | Career Day

Around 50 little creative artists aged between 1 - 4 displayed their adorable artworks at the two-hour "Little Hands Exhibition" at Kayan Space on April 24. Tashkeil presented the children with certificates of participation at the end of the exhibition.



# CAPACITY BUILDING

## Peace Day Celebration| Redefining Concepts

### THE DEFINITION

A recent celebratory event was held in Jeddah Prep and Grammar School (JPGS) to commemorate The International Peace Day, which the United Nations recognizes annually on the 21st of September.

### THE OBJECTIVE

The aim of the event, which will take place on an annual basis and be part of the schools' culture across the Kingdom, is to raise awareness on peace in Saudi schools through the celebration of peace, and promote the respect of all children regardless of their faith, nationality, background and color.

