



ANNUAL REPORT 2016







“What I want for all Moroccans, in villages, cities and remote, isolated areas, is to give them access to a dignified life now, reassure them about the future and ensure their security and stability at all times, with a balance between rights and obligations.”

Extract from the speech given by His Majesty King Mohammed VI, may God be with Him, to the nation, on the occasion of the Throne Day celebration - 30 July, 2016.





Equal opportunities for all
and a new approach to health care
access



SUMMARY

- 09 Highlights
And Key Figures
- 29 Social and
Educational Action
- 35 Sustainable development
& Youth training
- 41 Income-generating
activities
- 49 Access to health
& humanitarian care
- 63 Supporting
Social Actors
- 69 Autonomously
Managed Structures



Highlights And Key Figures

Summary and images of 2016 activities

FEBRUARY

THE 2016 NATIONAL SOLIDARITY CAMPAIGN

A national solidarity chain, symbol of the culture of mutual aid and the continuous civic engagement of Moroccans.

From February 15 to 25



His Majesty King Mohammed VI, may God be with Him, attended the launch (Monday, 15 February in Salé) of the 18th edition of the National Solidarity Campaign, and noted on this occasion his attachment to the promotion of the noble humanitarian, civilizational and religious values of the Kingdom. Fundamental values which have been demonstrated once again by the substantial contributions of citizens and numerous donors to this outpouring of solidarity, in response to the call for donations, the purpose of the campaign organized from 15 to 25 February.

This act of collective solidarity thus generated a total of 187.8 million dirhams for the year 2016, including the contributions of the members of the Foundation's Board of Directors and those of its Permanent Support Committee, as well as direct participation in selected projects, proceeds from the sale of badges, stamps and in-kind donations.

Annually collected funds are the main source of financing for the many social and humanitarian projects and acts undertaken by the Foundation. These programs aim to provide concrete answers to the problems and needs faced by the most vulnerable segments of the Moroccan population, with the same two-fold concern as always: improving access to basic social services and strengthening the capacities of the target population to begin their socio-professional integration.

The 2016 edition, with the theme “Professional Integration of Mentally Disabled Youth”, was an opportunity to raise awareness among the general public about the problem of socio-occupational exclusion of young people with mental disabilities, a segment of the population to which the Sovereign attaches special attention, through His commitment to ensure equal opportunities for all.



On the same day as the National Solidarity Campaign launch, tribute was paid to the memory of the late **Councilor Zoulikha Nasri**, who passed away on 16 December, 2015.

INAUGURATION OF THE INTEGRATION AND EMPLOYMENT ASSISTANCE CENTER (CIAT)

Integrating our young people with mental disabilities as full-fledged active citizens - 15 February.

The significant Royal concern for people with disabilities took shape with the Sovereign's inauguration (kick-off date for the 2016 National Solidarity Campaign) of the Integration and Employment Assistance Center in Salé on 15 February, initiated by the Foundation and completed by the Mohammed VI National Center for the Handicapped in Salé with an overall investment of 36.5 million dirhams.

This institution, which is the first of its kind in Morocco, offers a fresh new response to the marginalization of young people with mental disabilities in the labor market, due to the lack of an appropriate framework for their specific needs in the ordinary workplace. In fact, the CIAT allows disabled young people who have professional skills acquired through qualified training to work in a variety of occupations in agriculture, sales and food service, notably through the restaurants and various shops selling organic products that are open to the general public.

In return for their labor, these young workers receive a salary and have access to social rights such as mutual insurance and retirement pensions. They also benefit from appropriate supervision, their professional activity being supervised by qualified staff (educators and technicians) who accompanies them on a daily basis in order to guarantee them a safe work environment.



A permanent, personalized socio-medical follow-up is provided to them, supplemented by support in continuing education and in educational, sports and cultural activities.

The CIAT is a true model of effective employment assistance that places its beneficiaries in real work situations, thus ensuring the development of the professional identity of young workers with mental disabilities as well as their financial autonomy, their self-esteem and their recognition of others the fundamental basis for active participation in social life.



The inauguration of the CIAT was also the occasion for the presentation by His Majesty the King, may God be with Him, of diplomas to twelve laureates of the Class of 2015 from the Vocational Training Division of the Mohammed VI National Center for the Disabled, who will join the first workforce of young CIAT employees. A donation of twelve minibuses for the transport of the disabled was also granted to associations working in the field of disability and active in the cities of Oujda, Tiflet, Rabat, Fez, Marrakesh, Azilal, Essaouira, Safi, Inezgane, Ait Melloul, Tata and Tinghir.



Operation Severe Cold - Anfou, Azilal and Tinghir regions
From 15 to 22 February

In accordance with High Royal Instructions, the Foundation organized, from 15 to 22 February (in partnership with the Royal Armed Forces as well as local authorities), a vast humanitarian operation of medical, clothing and food aid to benefit the population living in the Anfou, Azilal and Tinghir regions, which had become isolated due to climatic conditions linked to the severe cold and snow.



MARCH

Outpatient Medical Caravan Sidi Kacem Province
11, 12 March

Organization of a multidisciplinary local medical campaign for the benefit of populations living in vulnerable situations in the rural areas of Dar Gueddari and Jorf El Malha.



MAY

Outpatient Medical Caravan Tangier Province
From 2 to 7 May

Organization of a large-scale medical campaign covering cataract surgery, general surgery, circumcision and multidisciplinary care for the benefit of vulnerable populations in the cities of Tangier and Assilah.



JUNE

Operation Marhaba 2016 Launch
From 5 June to 15 September

Presided over by His Majesty King Mohammed VI, may God be with Him, the 17th edition of Operation Marhaba was launched. The reception measures as well as the permanent support services at the 17 sites active abroad and on national territory were reactivated by the foundation, in order to welcome and accompany

Moroccans residing abroad in optimum conditions during the 4 months of arrivals and departures.



Operation Ramadan 1437 for Nutritional Support - From 7 to 24 June

His Majesty King Mohammed VI, may God be with Him, accompanied by HRH Crown Prince Moulay El Hassan, kicked off the 17th edition of the nutritional support operation «Ramadan 1437», at the Es-samara school located in the Al Fath neighborhood of Rabat. This solidarity operation was intended to provide an allocation of essential products to 2,369,500 people living in at-risk situations, particularly widows, the elderly and the disabled, throughout every region in the Kingdom.



Launch of the Center for the Care of Cerebral Palsy (CP) Patients and Placement of the Foundation Stone of the Welcome Center for Alzheimer's Patients - Rabat - 9 June

His Majesty King Mohammed VI, may God be with Him, accompanied by HRH Crown Prince Moulay El Hassan, inaugurated the Center for the Care of Cerebral Palsy Patients, and also launched the construction of the Welcome Center for Alzheimer's Patients in the Hay Nahda neighborhood. The two local facilities provide one-of-a-kind socio-medical care for populations suffering from disabling health conditions and from disadvantaged backgrounds.



Placement of the Foundation Stone of the Primary Health Care Center - Salé Prefecture - 10 June

His Majesty King Mohammed VI, may God be with Him, attended the launch of construction on a Primary Health Care Center in Bouknadel, a solidarity project intended to strengthen the range of medical services available in the area.



Outpatient Medical Caravan - Ramadan 1437 - From 11 to 29 June

The Foundation conducted a major medical campaign in the El Gharb region by providing multidisciplinary medical care to needy populations in the municipalities of Khnichate, Sidi Yahia, Souk Larbaa, Ksar Lkbir and Ouazzane.

Laying of the Foundation Stone of the Vocational Training Center for Automotive Trades - Kénitra - 13 June

His Majesty King Mohammed VI, may God be with Him, kicked off the construction of a vocational training center for the automotive trades in the Bir Erami neighborhood. This facility aims to train and qualify young people in the region in a sector of activity with high added value which creates considerable employment.





Launch of the local Socio-Medical Program for the Casablanca-Settat Region and Laying of the Foundation Stone for a Level 2 Health Center and a Social Psychology Center - Casablanca - 18 June

His Majesty King Mohammed VI, May God Assist Him, launched the local socio-medical program for the Casablanca-Settat region (2016-2020), an ambitious project intended to improve access to healthcare and strengthen the medical infrastructure of Casablanca. This launch was accompanied by the laying of the foundation stone of a Level 2 Health Center which will enable the multidisciplinary care of the population from disadvantaged backgrounds of Hay Salama as well as a Social Psychology Center in the Moulay Rachid neighborhood, devoted to people suffering from psychological disorders.



Visit by His Majesty King Mohammed VI to Tangier Med Port - Operation Marhaba 29 June

His Majesty King Mohammed VI, may God be with Him, made a visit to the reception site at Tangier Med Port to monitor the smooth running of Operation Marhaba. On this occasion the Sovereign met certain members of the Moroccan community coming from Algenciras.



Laying of the Foundation Stone for the Auditory Rehabilitation and Addiction Treatment Center in the Beni Makada district– Tangier - 30 June

His Majesty King Mohammed VI, may God be with Him, kicked off construction work on two centers devoted respectively to the education and training of people with hearing disabilities and the personalized care of patients suffering from addictive behavior. On this occasion, the Tripartite Partnership Agreement was signed between the Foundation, the Ministry of Health and the National Association for the Reduction of Drug Risk, concerning strengthening addiction treatment center management.



JULY

Laying of the Foundation Stone for the Sustainable Development House - Tangier

1 July

His Majesty King Mohammed VI, may God be with Him, launched construction of the Sustainable Development House in the Ziaten neighborhood, an innovative facility designed to raise public awareness of environmental issues.



SEPTEMBER

Laying the First Stone of a Local Mohammed V Foundation for Solidarity Medical Center - Tangier

30 September

His Majesty King Mohammed VI, may God be with Him, launched construction of the local Mohammed V Foundation for Solidarity medical center - which will strengthen the provision of health care and emergency medical services in the Beni Makada district.



OCTOBER

Launch of the Outpatient Medical Solidarity Campaign and Laying of the Foundation Stone for a Local Mohammed V Foundation for Solidarity Medical Center - Casablanca

10 October

His Majesty King Mohammed VI, may God be with Him, kicked off a major medical campaign for the benefit of residents of the Lahraouiyyine and Moulay Rachid neighborhoods, held from 10 to 16 October, and launched construction of a local Mohammed V Foundation for Solidarity medical center in Sidi Moumen.





NOVEMBER

Operation Severe Cold – Azilal, Khénifra and Midelt regions From 27 to 30 November

The Foundation, on instructions from His Majesty King Mohammed VI, may God be with Him, and faced with winter's impact, mobilized to carry out a humanitarian campaign and provide needed assistance to vulnerable and hard-to-reach populations in Azilal, Khénifra and Midelt, due to November's severe weather conditions and heavy snowfall.



DECEMBER

Operation Severe Cold Taroudant Region 9 December

In anticipation of the difficult climatic conditions announced for the 2016-2017 winter season, the Foundation reactivated its support mobilization within the framework of Operation Severe Cold by organizing a second phase of humanitarian intervention in the Province of Taroudant for the benefit of the vulnerable populations of mountain villages.



DECEMBER (Suite)

International Humanitarian Operation Sub-Saharan Migrants - 15 December

His Majesty King Mohammed VI, may God be with Him, gave instructions to the Foundation, the Ministry of the Interior and the National Agency for International Cooperation to provide emergency humanitarian assistance to Sub-Saharan refugees in an extremely precarious situation in a center in northern Niger.



Laying of the Foundation Stone of a Local Mohammed V Foundation for Solidarity Medical Center Madinat Errahma - 19 December

His Majesty King Mohammed VI, may God be with Him, laid the foundation stone of a third local Mohammed V Foundation for Solidarity medical center which will meet the needs for medical services and emergency care in the new Madinat Errahma agglomeration



Operation Severe Cold - Boulemane and El Haouz regions From 23 to 25 December

Organization of the third wave of humanitarian intervention within the framework of the Severe Cold Operation in the provinces of Boulemane and El Haouz, in support of destitute families in the mountainous regions of the Middle and High Atlas.





COMMUNICATION

For the year 2016, the Foundation's communication strategy was centered on two main areas: The implementation of institutional campaigns aimed at the general public appealing for donations and the reception of Moroccans living abroad as well as the adoption of a new strategic approach toward press and public relations in the field of media activation.

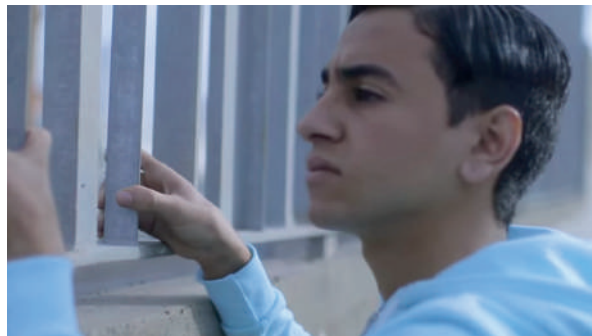
Sensitize, mobilize and disseminate the culture of solidarity within the general public

Two strong moments demonstrated the Foundation's institutional voice: the communications campaign of the 17th edition of the National Solidarity Campaign and the Marhaba campaign of the 18th edition of the welcome operation for Moroccans residing abroad. Two annual meetings are now inscribed in the collective memory of the Moroccan public, but year after year the highlights are in the solidarity chain built under the leadership of

His Majesty King Mohammed VI, may God be with Him, over the course of 18 years of civic and social action. Developed according to a specific theme, one social issue defines their institutional framework: strengthening the social bond between all Moroccans and putting the values of citizenship and solidarity into perspective.



National Solidarity campaign: a message with a strong emotional impact



Transforming the word 'Mayemkench' (Impossible) into 'Yemken' (Possible) in the life of a mentally disabled youth: that's the basic idea which has been translated into this new multi-channel campaign. Succeeding at meeting the challenges of life and enjoying one's rights as a full-fledged citizen are indeed possible for a person with a mental disability when the care, the socio-educational accompaniment and appropriate professional integration are made possible.

The 2016 campaign was thus declared in the form of a three-minute film, a ten-minute immersive documentary which followed the course of three young people in the Mohammed VI Center for the Disabled in Salé, a radio message in the form of a real testimony and three visual displays.

This presentation was supplemented by a TV broadcast of ten two-minute installments which aimed to give a concrete idea of the activities and achievements of the Foundation through the platform of centers and sustainable development projects set up at the national level.

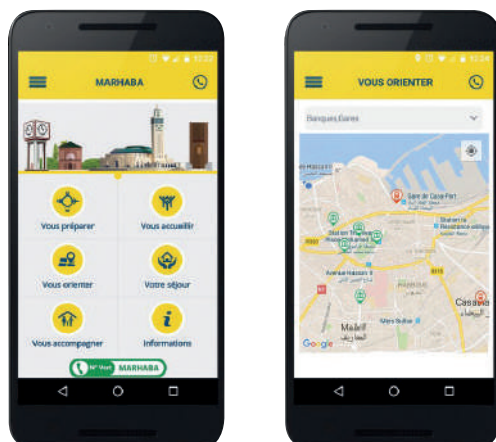
The campaign was honored at two major international advertising events: the 8th edition of the Dubai Lynx International Advertising Festival, which awarded the campaign a Silver and a Bronze in March 2016, and the 4th edition of the African Cristal Festival, which awarded 4 prizes to the campaign's film—namely the Grand Cristal in the NGO category, a Gold in the international competition, a Gold in the Maghreb Regional Award category and a Gold in the Morocco category in September 2016.

Marhaba Campaign: a two-tiered, unifying message which has incorporated new technologies



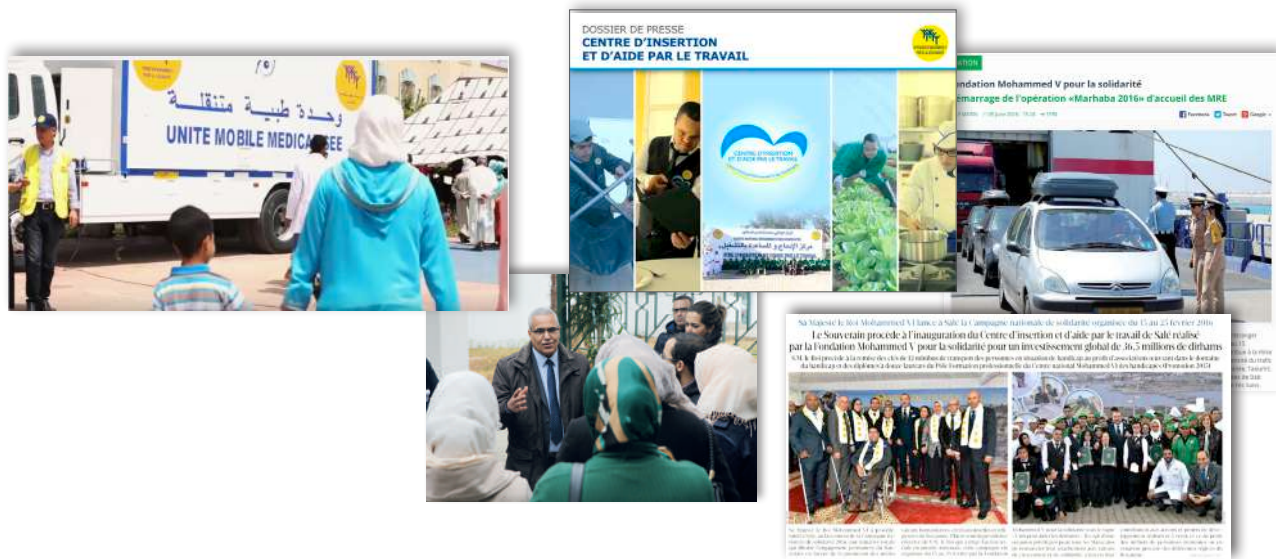
The campaign, which combined the two levels of institutional and thematic communication, was based on a trans-generational film this year, 'Morocco makes me proud', which highlighted the feeling of pride in the motherland and the attachment to its fundamental cultural values. The second level, more precisely, highlighted all the services and means employed by the Marhaba apparatus. The thematic component was also on display in a radio message and an urban poster campaign that illustrated the values of solidarity and mobilization characteristic of the Marhaba Operation.

In addition, this year the Foundation introduced new products in the Marhaba communication toolbox, available free of charge to Moroccans residing abroad. This was done in order to enhance the community's togetherness and improve reception conditions as well as the course of the stay in Morocco. The Marhaba Guide has thus been published with an improved design, new content and a new editorial structure, which has been adjusted with a view to responding more specifically to information and orientation needs.



«Marhaba» mobile application

A new tool has also been developed: the Marhaba mobile application, available in six languages (Arabic, French, Spanish, German, Italian and Dutch) and available for free download on Google Play and Apple Store. It has been designed to provide users with geolocation capabilities and direct connection through click-to-call as well as an exhaustive database of information useful for both trip organization and the duration of their stay in Morocco. It is a response to new modes of information consumption, by enabling permanent, easy and direct access to content in a modern and innovative medium that can be used anywhere, anytime—including offline.



Press and Public Relations: a key driver for the valuation of the Foundation's activities

The year 2016 was marked by a new, community-based approach that was adopted vis-à-vis the media. This was undertaken in order to give the Foundation more visibility as a major human development player in Morocco and to put into perspective its multidimensional activities, undertaken in accordance with the strategic direction established by His Majesty King Mohammed VI, may God be with Him.

This approach was based on the mobilization of the Kingdom's journalists, both those of the traditional written press and those of digital publications, as well as audiovisual media (radio, television channels), and is continuous and in touch with the news of

the Foundation and specific themes related to its activity and those of its subsidiaries. It was carried out through press and public relations, which favored daily immersion in the Foundation's operations, as well as direct interaction with the players in the field, thanks to reports, visits and interviews. These included the launch of the Integration and Employment Assistance Center (CIAT), media coverage of outpatient medical caravans, Operation Marhaba in its phases of arrival and return, the national prize for micro-entrepreneurs as well as academic support for girls from rural areas who have benefited from this kind of optimized press coverage, with greater impact on a variety of audiences.

Furthermore, a specific, targeted editorial treatment put the issues of the Foundation's various social activities into perspective and favored speaking to journalists about the beneficiaries of programs, centers and operations initiated by the Foundation. These issues have also been detailed by the various actors and stakeholders involved in these activities. All the journalists approached, and in particular the publications of the national media, were able to base their work on continuous information transmitted in real-time, as well as the multimedia communication tools (press releases, press kits, institutional brochures, video media) made available to them. Special programs were also broadcast on several television channels and radio stations.

379 stories and articles

including:

▶ 178



for the written
press

▶ 133

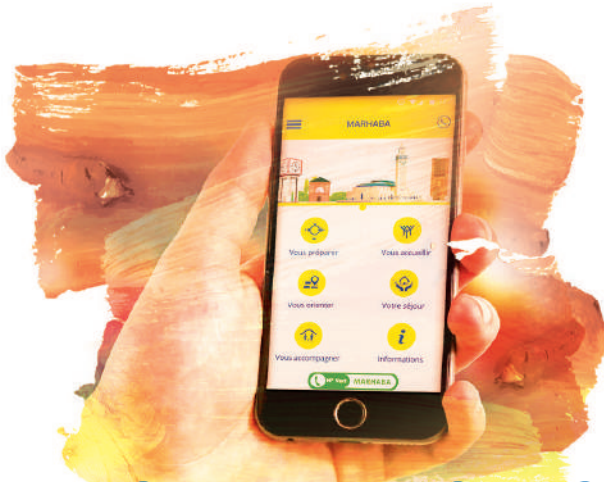


on news
websites

▶ 68



in audiovisual
form (TV and Radio)



INFORMATION SYSTEMS

In collaboration with the Crédit Agricole du Maroc Group, the Foundation launched a vast project to set up a new system to monitor its projects and programs. Its objective: strengthen the coordination and efficiency of the management of the Foundation's various projects, using new technological tools. The technical platform was thus developed and implemented, with several operating modules designed in accordance with the Foundation's activities.

MARHABA

The year 2016 saw the activation of the Operation Marhaba module and the technical development of the modules related to academic assistance programs and in support of income-generating activities.

■ Operation MARHABA

This is the Marhaba application, a sub-project that was implemented at the launch of the 17th edition of the operation in June. This application made it possible to follow the progress of this major humanitarian operation, according to various achievement and performance indicators, namely: the management of civilian and military personnel deployed throughout the 17 reception sites, daily Entry/Exit monitoring of passengers and vehicles per site, real-time monitoring of management and water stock consumption,

instantaneous tracking of incidents and highlights as well as the Foundation's internal communication flow through the creation of a messaging platform dedicated to Operation MARHABA. This application has enabled excellent support for Operation MARHABA, thanks to a PC version as well as a mobile application that have facilitated the capture of information by users along with real-time flow and data monitoring.



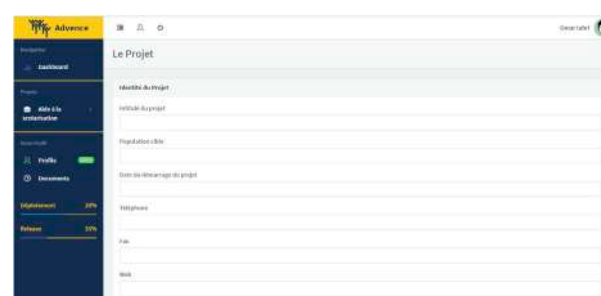
■ Education Assistance

The new system also covers the follow-up of the Foundation's centers, depending on their nature, a module on girls 'and boys' homes as well as student houses was added.

Each center is run by a management association, responsible for the supervision of beneficiaries, management and the proper functioning of the physical structure. The «Education Assistance» module was conceived as a system which allows a double follow-up: the performance and results of the young people and the activities of the management entities, with real-time feedback. Moreover, any action taken within a structure is followed by a validation workflow initiated on the system by the managing entity and submitted for validation by the Foundation before execution.

The system will also allow the retention of digitized documentation for each unit and each managing entity (Plans, Conventions, General Assembly minutes, Annual Reports...).

This module is set up to monitor these centers on predefined criteria, including the rate of academic success and failure, the number of beneficiaries, the consistency of the management association's administrative status as well as the history of successive management entities at a given center. A score card is drawn up for each project and each category of projects, thus identifying the set of indicators to be defined. Launched as a pilot sub-project, this module will eventually be extended to other types of centers in order to have real-time monitoring of the Foundation's centers.



The screenshot shows the 'Le Projet' table in the Advence system, displaying a list of beneficiaries. The table has columns for 'Nom', 'Prénoms', 'Adresse actuelle', 'Age', 'Statut', and 'Niveau scolaire'. The data is as follows:

Nom	Prénoms	Adresse actuelle	Age	Statut	Niveau scolaire
Mohamed	Adnan	100	15	15	15.0
Mohamed	Adnan	100	15	15	15.0
Mohamed	Adnan	100	15	15	15.0
Mohamed	Adnan	100	15	15	15.0
Mohamed	Adnan	100	15	15	15.0
Mohamed	Adnan	100	15	15	15.0

■ Income Generating Activities

As part of the 2016 Program for the Establishment of Economic Activities, which provides support for beneficiaries over a two-year period, a module has also been designed to monitor project launching and development activities.

It will provide regular feedback, according to performance indicators, such as the turnover achieved per quarter by project leader and by association, the margin achieved by project leader and by association, and the job creation rate.

Key figures up - To 31 December 2016

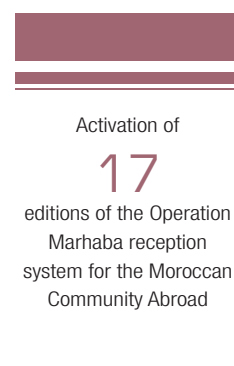
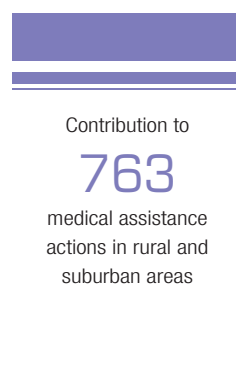
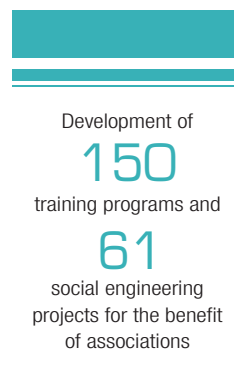


6.3 MILLION PEOPLE
TOTAL BENEFICIARY WORKFORCE



5.453 BILLION DIRHAMS
TOTAL COST OF COMMITMENTS

Projects and programs achieved since the foundation's creation



Beneficiary workforce

17133

young people have been admitted to the programs at vocational training and qualification centers

9175

girls and students have been welcomed into homes and boarding schools

89658

children and young people have been supported in educational, cultural and sporting pursuits

6272

women have benefited from the services of socio-educational and training centers

159.848

people have benefited from sustainable development programs (income-generating activities, microcredit, support for craftsmen, rural lodges, women's cooperatives, drinking water supply, electrification, etc.)

980000

needy have benefited from the activities of the solidarity medical caravans

16208

disabled people are monitored annually in specialized centers

47100

people have benefited from a medico-social operation

2.3

million people (widows, elderly, disabled...) have received food support over the Ramadan period and during the Severe Cold operations

More than 2.6

million Moroccans living abroad have been welcomed and have taken advantage of the reception services, of which **90778** people were assisted with administrative, transport and repatriation concerns or medical aid over the summer period.

■ Projects inaugurated by His Majesty Mohammed VI, may God be with Him - 2016

DATE	PROVINCE	PROJECT	LOCATION	COST in millions	PARTNERS
15 February	Sale	Center for Integration and Labor Assistance	Route de Fès	36.5	Ministry of the Interior Office of Vocational Training and Labor Promotion Credit Agricole du Maroc Banque Centrale Populaire Mohammed VI National Center for the Disabled
3 Ramadan 1437 9 June	Rabat	Center for Cerebral Palsy (CP) Patient Care	Hay Nahda	6	Ministry of Health Prefectural Council National Mutual Aid Moroccan Association for Motor Deficiency Mohammed VI National Center for the Disabled
16 Ramadan 1437 22 June	Mohammedia	Center for Diagnosis and Treatment of Chronic Diseases	Oued Al Makhazine Neighborhood / Mohammedia Al Alia	5.8	Ministry of Health Academic Diabetes Association of Morocco
		Center for Children's Education, Women's Empowerment and Youth Training	BeniYakhlef Commune	9	Office for Vocational Training and Labor Promotion Mouassat Association for Widow Support

■ Launched by His Majesty Mohammed VI, may God be with Him - 2016

DATE	PROVINCE	PROJECT	LOCATION	COST in millions	PARTNERS
1 Ramadan 1437 7 June	Rabat	Food Support Operation	Smara School, El Fath Neighborhood	56	Interior Ministry Ministry of Habous Islamic Affairs
3 Ramadan 1437 9 June		Day Center for Patients with Alzheimer's Disease	Hay Nahda	7	Ministry of Health Prefectural Council Alzheimer's Association of Morocco
4 Ramadan 1437 10 June	Sale	Primary Care Center	Bouknadel	11	Ministry of Health
7 Ramadan 1437 13 June	Kenitra	Center for Vocational Training in Automotive Trades	Bir Rami Neighborhood	35	Office of Vocational Training and Labor Promotion Prefectural Council
12 Ramadan 1437 18 June	Casablanca	Local Socio-Medical Program for the Casablanca (2016-2020)	Settat Region	65	National Initiative for Human Development Ministry of Health Regional Council Prefectural Council Ibn Rochd UHC Casablanca
		Level 2 Healthcare Center	Salama Neighborhood, Sidi Othmane District	10	National Initiative for Human Development Ministry of Health Regional Council Prefectural Council Ibn Rochd UHC Casablanca
		Medico-Psychological-Social Center	Moulay Rachid District	6.5	National Initiative for Human Development Ministry of Health Regional Council Prefectural Council Ibn Rochd UHC Casablanca Local Associations



DATE	PROVINCE	PROJECT	LOCATION	COST in millions	PARTNERS
23 Ramadan 1437 29 June	Tangier	Operation Marhaba - Visit to Reception Apparatus at Tangier Med Port	Tangier Med Port		
24 Ramadan 1437 30 June		Auditory Rehabilitation and Learning Center	BniMakada Neighborhood	12	Wilaya of Tangier-Tetouan-AI Hoceima Region Agency for the Promotion and Development of the Kingdom's Northern Provinces Ministry of National Education Office of Vocational Training and Work Promotion Specialized local associations
		Addiction Treatment Center	Mghogha Neighborhood	5	Ministry of Health RDR Association
25 Ramadan 1437 1 July		Sustainable Development House	Ziaten Neighborhood	12.5	Wilaya of Tangier-Tetouan-AI Hoceima Region Agency for the Promotion and Development of the Kingdom's Northern Provinces Moroccan Association for a Sustainable Environment
30 September		Mohammed V Solidarity Foundation Community Medical Center	BeniMakada District	37	Ministry of Health Wilaya of Tangier-Tetouan-AI Hoceima Region
From 11 to 16 October	Casablanca	Outpatient Medical Caravan	Lahraouine and MoulayRachid Neighborhoods	0.75	Ministry of Health Local Authorities Official Health Associations
11 October		Mohammed V Solidarity Foundation Community Medical Center	Sidi Moumen, Prefecture of the SidiBernoussi District	37	Ministry of Health, Casablanca-Settat Regional Council Casablanca Prefectural Council
19 December		Mohammed V Solidarity Foundation Community Medical Center	Hay Errahma 2, Madinat Errahma	37	Ministry of Health Casablanca-Settat Regional Council Nouaceur Province Prefectural Council

■ Projects completed - 2016

PROVINCE	PROJECT	LOCATION	COST in millions	PARTNERS
Agadir	Addiction treatment center	Abderahim Bouabid Neighborhood	5	Ministry of the Interior Ministry of Health Local Specialized Association
Casablanca	Multidisciplinary Vocational Training Center For Youth	Sidi Moumen	10	Office for Vocational Training and Labor Promotion
Rabat	Mother and Child Social Center	Youssooufia Neighborhood	8	Prefectural Council Moroccan Association for Aid to Vulnerable Children National Mutual Aid
Temara	Center for Vocational Training and Labor Assistance Preschool	Hay Nahda	8.5	Office for Vocational Training and Labor Promotion National Order of Preschool Education



Social and Educational Action

A sustainable social commitment

for the inclusion and development of the most vulnerable



Making a stand against girls leaving school, promoting education for the youngest generation and reinforcing female empowerment, the Foundation continues its commitments to women, rural girls and children, the most socially vulnerable populations but also those that form the basis of social structure and cohesion.

The constant Royal concern expressed towards these segments of society, through the support and the socio-educational guidance programs implemented by the Foundation, places their potential at the heart of social development issues, with the same logic of providing them educational fundamentals to foster their development and to open the way for improved, active inclusion.

In 2016, this continued involvement resulted in the launching of various major solidarity projects, as well as the activation of targeted interventions that take into account the specific needs of these populations at the local level as well as the aspect of sustainability in social action.

4 PROJECTS

11.3 Million dirhams
invested

SUPPORT FOR THE EDUCATION OF YOUNG GIRLS IN RURAL AREAS

Girls' Boarding House in Debdou,
Taourirt Province

Since its inception, the Foundation has mobilized resolutely in favor of rural girls, by deploying the 'Dar Taliba' program to combat school drop-outs caused by geographical remoteness and lack of accommodation infrastructure. Thanks to a network of 87 facilities built throughout Morocco, nearly 9175 young girls have been able to return to school and continue their studies in suitable conditions.

The Foundation continues to encourage the education of girls in rural areas, and this year it has planned to build a girls' residence in the rural municipality of Debdou, in the province of Taourirt.

Planned to cover an area of 1200 m², the project will provide accommodation services through a residential school and related reception services, as well as socio-educational activities, notably the development of a library and a multimedia center, in order to give girls an educational environment that reinforces their skills and openness to the world.

It will thus enable 72 young junior high and high-school students from deprived families on the outskirts of the commune to continue their secondary education in a context of adapted socio-educational development and to aspire to success in higher education.

Project Cost ▶ **3** Million dirhams

Partner ▶ Ministry of Education

PROMOTION OF CHILD EDUCATION AND WOMEN'S EMPOWERMENT

Educational & Cultural Center - Complex Devoted to the Education of Children, Women's Empowerment and Training of Young People, Beni Yakhlef Commune, Mohammédia

This large-scale project, both in scope and size, is in line with the Foundation's multi-target action programs, based on a comprehensive and integrated approach that promotes the inclusion and the empowerment of women and young people through the leveraging effect of training, as well as the development of early childhood through educational management, the foundation for the success of future generations.

Inaugurated by His Majesty King Mohammed VI, May God Assist Him, on June 22, 2016, this new facility provides a concrete, cohesive response to improving the opportunities of the disadvantaged rural community of Bni Yakhlef, through socio-educational guidance and qualifying skills training.

In addition to the Professional Training Center, which specifically addresses young people, the complex houses an Educational and Cultural Center devoted to women and early childhood. Its mission is to contribute to the empowerment of women through literacy and apprenticeship in local jobs and income-generating trades. It includes literacy and tutoring workshops, pastry workshops and training workshops for pre-school educators.



It also participates in the development of academic and extracurricular activities for children, as well as the promotion of pre-school education, through a pre-school space (small, medium and large sections), a listening and counseling room, an infirmary and a playground for children.

Within the framework of the 2016-2017 activities, the Educational and Cultural Center, which is managed by the Mouassat Widow Support Association, has a staff of 287 beneficiaries, with 194 women enrolled in the literacy and training workshops as well as 93 children in pre-school education.

Project Cost ▶ 9 Million dirhams

Partners ▶ Office for Vocational Training and Labor Promotion
Mouassat Widow Support Association



Social Center for Women and Children, Yousseoufia - Rabat

Launched in 2015, this new structure is devoted to the integration of women in difficult situations and preschool care in early childhood. It started its activities in June 2016, welcoming the vulnerable populations from disadvantaged areas of the Yousseoufia neighborhood. In accordance with the objectives assigned to it, the center serves as a platform for the empowerment of women, while integrating a complementary approach to providing socio-psychological support and guidance for those in difficult situations. Indeed, the center provides qualifying training in occupations and crafts adapted to create employment or income-generation as well as offering women in difficult situations temporary accommodation accompanied by psychological, legal and health care, supported by the Moroccan Association for Assistance to Children in Precarious Situations (AMESIP).

This approach addresses the security and confidence-building needs of women in distress and creates the right conditions for learning and developing work skills and creating productive initiatives.

In order to facilitate women's access to the center, it provides their children as well as infants from the neighborhood with socio-educational support, through a suitably equipped, adapted space that is supported by pedagogical support tailored to their level of education. Consequently, the center participates in the development and socialization of very young children. Within the framework of the 2016-2017 activities, the center welcomed 78 women who enrolled in the different training branches (sewing, embroidery, cooking...), of whom 15 are socio-psychologically

supported, as well as 75 children aged between 4 and 6 years in pre-school education. This workforce is supervised by 7 permanent trainers, two administrative staff members and one social worker. The management and operating budget are covered by the National Mutual Aid.

Project Cost ▶ 8 Million dirhams

Partners ▶ Prefectural Council of the City of Rabat
National Mutual Aid
Moroccan Association for Assistance to Children in Precarious Situations

Preschool - Vocational Training and Employment Assistance Center, Hay Nahda 2 - Témara

This new pre-school space is part of a multidisciplinary training center for young people, which notably offers a training program for preschool educators. Its design has served a twofold purpose: to provide early childhood education in the Hay Nahda 2 neighborhood with high-quality educational support on the one hand, and to serve as a learning platform for young people following the pre-school education curriculum on the other.

The pre-school opened its doors for the first school year in September 2016. It hosted 90 children, enrolled in one of the three levels (small, medium and large section). It is managed by the National Order of Education and Pre-school Education (ONEEP).



OTHER ACTIVITIES

Equipping the Asmara School, Hay El Fath - Rabat

The Foundation's social action is characterized by diversity in the fields of intervention, but is always linked to the support and protection of the most fragile populations. It therefore attaches particular importance to the environment in which they operate, in particular children and, in addition, schools.

This year, the Foundation supported the Asmara School, located in Hay El Fath, a predominantly working-class neighborhood where some sections of the population live in vulnerable situations.

This support has focused on the improvement of the socio-educational and sports infrastructure of the school, with a view to providing young pupils with conditions that promote their development. The Foundation has thus taken on, with an investment of 300,000 dirhams, the financing required to equip the school with a library, a computer-room and an athletic field.



مؤسسة محمد الخامس
للصحة

Sustainable development & Youth training

Contributing socially to the development of qualifications adapted to employment sectors

Moroccan youth, the wealth of the nation and bearers of potential in modern Morocco's construction, is at the center of commitments undertaken by His Majesty King Mohammed VI, May God Assist Him.

The Foundation, with Royal impetus, has firmly anchored this commitment among its main strategic axes by developing multiple programs that place young human capital at the center of social and economic development. Their objective is to ensure professional integration and access to various mechanisms and means of social integration and vocational integration, in particular through training which leads to formal qualifications, reflecting the needs of the labor market and vocational development.

The Foundation is pursuing this direction and has planned several training and support center projects in the multidisciplinary trades as well as those related to the country's major sectoral strategies, in particular the automobile sector.

Among the main components of the complex is a vocational training center entirely devoted to the training of young people in the fields of management and IT as well as employment providers at the local level, in particular: aluminum joinery, electrical work, hairdressing/cosmetics and dressmaking. The technical supervision of these young people is carried out by the Office for Vocational Training and Labor Promotion, which, as a partner of the project, manages the vocational training area.

For the 2016-2017 school year, the vocational training division registered 257 young people in the eight available training programs.

6 PROJECTS

77 Million dirhams invested

Vocational Training Center - Complex Devoted to the Education of Children, Women's Empowerment and Youth Training, Bni Yakhlef Commune - Mohammédia

The project, whose construction was launched by the Sovereign on 6 July, 2015 applies the significant Royal concern towards young people and the will of His Majesty the King to make them actors of local development through education and training, levers which allow better socio-professional integration.

Inaugurated on 22 June 2016, by His Majesty King Mohammed VI, may God be with him, this new institution will enable young beneficiaries in precarious situations to consolidate their skills and improve their socio-economic conditions, by learning trades which generate employment and income.



Project Cost ▶ **9** Million dirhams

Partner ▶ Office for Vocational Training and Labor Promotion



Vocational Training Center for Automotive Trades, Bir Rami Neighborhood - Kénitra

This major project, launched on 13 June, 2016 in Kénitra by His Majesty King Mohammed VI, may God be with him, is the second of its kind after that of Casablanca, inaugurated in 2014.

It was designed with a view to supporting major structural projects in Morocco, particularly in the automotive sector, through the training of a qualified local labor force capable of meeting the demand for employment generated by the establishment of several national and international manufacturers in the “Atlantic Free Zone” and other regions of the Kingdom.

With an annual capacity of more than 1764 places, it will provide trainees with instruction in several automotive sectors, including mechanical manufacturing, electro-mechanics, assembly and installation of vehicle caps and covers as well as automotive technology.

Constructed over 11,000 m² of land, the future training establishment will thus have several workshops for industrial electricity, wiring and batteries, plastics processing, automotive painting and surface treatment, conventional machining, CNC machining, metal construction, caps and covers and piping. It will also include workshops for the training of mold-makers and upholsterers, as well as a plastic laboratory, a teaching resources unit as well as metrology, automotive technology and computer science classrooms.

Its construction is scheduled over a period of 24 months. As for its management and pedagogical supervision, they will be provided by the Office for Vocational Training and Labor Promotion.

Project Cost ▶ **35** Million dirhams

Partner ▶ Office for Vocational Training and Labor Promotion



Center for Vocational Training and Employment Assistance, Hay Nahda 2 Témara

This new center reinforces the many actions carried out by the Foundation for the benefit of young people, through skills training in sectors generating jobs and income. Launched in 2015, it opened its doors in September 2016. For the 2016–2017 school year, it hosted its first class of 271 young people, supervised by 16 trainers.

The center offers a wide range of training courses for disadvantaged young people from the Hay Nahda 2 neighborhood. These cover the fields of automotive repair, preschool education, retail and large-scale retail outlet management, as well as management and office automation.

The pedagogical and technical supervision of young apprentices is provided by the Office for Vocational Training and Labor Promotion, which has also been responsible for equipping these various training workshops.

Project Cost ▶ **8.5** Million dirhams

Partner ▶ Office for Vocational Training and Labor Promotion



Multidisciplinary Vocational Training Center for Young People, Sidi Moumen - Casablanca

Launched by His Majesty King Mohammed VI, may God be with him, in June 2015, this new facility consolidated numerous actions carried out by the Foundation in the Greater Casablanca region for the benefit of young people and their trainers in order to contribute to their development, and to facilitate their access to various tools and means of social and professional integration. The center's mission is to provide young drop-outs from destitute families in the Sidi Moumen neighborhood with skills training in electrical engineering, for the service and trade sectors.

Operational since September 2016, the center has registered 624 young apprentices, divided among the 14 training courses available to them.

Project Cost ▶ 10 Million dirhams

Partner ▶ Office for Vocational Training and Labor Promotion



Sustainable Development House, Ziaten Neighborhood - Tangier

Endorsed by the Foundation, this project demonstrates the central place given by the Sovereign to human development and the protection of the environment –collective heritage of humanity–and His conviction that achieving sustainable development is everyone's business as well as a shared responsibility.

The first of its kind in the Kingdom, this facility aims to support the flagship "Tangier Metropolis" program through human development of the population based on raising awareness, education and training of children, high-school students, local actors, industrial professionals, and members of associational networks (neighborhood associations) regarding the challenges of sustainable development, with the goal of encouraging changes in society's behavior for the purposes of sustaining and better sharing natural resources.

This new structure will include several thematic workshops related in particular to renewable energy, energy efficiency, biodiversity and green innovation technology, as well as a smart space, a botanical garden, a composting area and an artificial lake.

It will also aim to promote green entrepreneurship among young people with sustainable development projects by providing them with a space for technological innovation.

Project Cost ▶ 12.5 Million dirhams

Partners ▶ Wilaya of the Tanger-Tétouan-Al Hoceima Region
Development and Promotion Agency for the Northern Provinces of the Kingdom
Moroccan Association for a Sustainable Environment (AMED)

OTHER ACTIVITIES

Distribution of Equipment for Young Project Leaders - Orient Region

The mobilization of the Foundation toward sustainable development activities was also reflected by the launch of a promotional program in 2016 aimed at the integration of young people into the economic circuit in the Orient region.

Conducted in partnership with the Office for Vocational Training and Labor Promotion, it targeted the young winners of the training and qualification centers of 8 provinces, including the province of Al Hoceima, with a view to encouraging the creation of economic activities. This was achieved through support for initiatives concerning self-employment and the creation of very small businesses, which the Foundation has made available to young project leaders for their start-ups.

177 project leaders from disadvantaged areas, including 60 young women, could benefit from an allocation of equipment and professional materials with a value ranging from 10 to 30,000 dirhams per project. The main sectors of the projects supported included the construction and civil engineering trades, industrial electricity, automotive mechanics and diagnostics, installation of surveillance systems, aluminum joinery, dress-making and fast food.

Project Cost ▶ **2.7** Million dirhams

Partner ▶ Office for Vocational Training and Labor Promotion





Income-generating activities

Income-generating activities

SOCIAL ACTION IN THE SERVICE OF SELF-EMPOWERMENT & FINANCIAL AUTONOMY

Since its creation, the Foundation has placed the socio-economic integration and financial empowerment of the most deprived at the center of its strategy and action programs. Several projects aimed at integration into the economic circuit have been deployed along various lines, including the promotion of income-generating activities (IGAs) for the benefit of individual initiatives, associations and cooperatives operating or wishing to operate in sectors of activity related to agriculture and value enhancement of local products, handicrafts and services.

The year 2016 was marked by the launch of a major support program for IGAs, which targeted individuals or groups of individuals in difficult socio-economic situations: project leaders with an entrepreneurial profile. This program was carried out by a central structure, newly created within the Foundation as an IGA unit, which was relayed to regional support in charge of accompanying and monitoring the implementation of projects.



| 2016 Economic Activity Insertion Program

The program, which aims to reduce poverty and unemployment among populations living in precarious situations, has targeted the entire nation, while including people with disabilities among the beneficiaries. It is based on an approach that promotes the development of economic activities with a view to sustainability, through two levers of action: technical support, by way of assistance with equipment for start-ups or the consolidation of physical material resources, and strengthening the skills of project leaders in terms of training, consulting and managerial coaching.

The implementation of the program required setting up a specific organization, in terms of resources, work processes and partnerships, in order to establish a comprehensive and exhaustive supervisory framework that ensures the efficiency of activities. It is coordinated by a central strategic authority, which is based on regional organizations made up of the Foundation's local project managers and the partner associations in charge of operational and program monitoring.

In addition, the second component of the IGA program was organized under the TAM III program, carried out in partnership with the GIZ and the National Agency for the Promotion of Small and Medium-sized Businesses, "Maroc PME", with the aim of providing the beneficiaries with the most appropriate tools and mechanisms of support. It covers the following aspects: training and reinforcement of supervisory skills in the creation of economic activities and follow-up of project leaders in favor of the regional units of the Foundation; support for the construction of project monitoring and evaluation tools; and training, consulting and coaching of project leaders for the creation and development of their economic activity.



Principles of the Program's Implementation Process

Given the nature and ambitious objectives of the program, the IGA unit has defined a well-structured, step-by-step process involving several stakeholders that have been involved in its implementation. This has been put into action in accordance with the following phases:

1 Identification, selection and installation of projects

This step was launched by a request for demonstrations, which was carried out by way of measures intended to raise awareness and inform (led by regional project managers and local associations) with regard to the issues and opportunities offered by this new program the Foundation had initiated. This made it possible to identify potentially viable projects, which were then examined by a selection committee on the basis of 5 criteria: socio-economic situation (overt or potential insecurity); level of managerial skills and entrepreneurial motivation; profile/project suitability; economic viability and growth potential; as well as parity with particular regard for approach to gender.

The selection committee was composed of 8 of the Foundation's regional project heads, members of 31 local partner associations and 11 accompanying consultants assembled by the TAM III program.

2 Supporting the projects' post-creation phase

This phase, scheduled for an implementation period of two years, will cover 6 intervention and action components: support for legal and administrative formalization of activities (choice of an appropriate legal team and assistance with the procedures); strengthening of technical skills in terms of improving productivity or quality of service; consolidation of managerial and marketing skills; support in the search for additional financing for working capital needs and additional equipment as well as business networking with other economic players.

Support will be provided by the locally-based heads of the Foundation's regional projects as well as representatives of the 31 local partner associations, domiciled in the Foundation's centers. Their mission will consist of welcoming, orienting and advising project leaders; monitoring creative activities and planning/organizing training and coaching sessions managed by the TAM III Program's accompanying advisers. This will cover the mobilization of experts and technicians for the training, consulting and coaching of project leaders as well as the training and skill-building of local support structures and the provision of assistance, monitoring and evaluation tools.

To this end, the Foundation has established three types of partnership agreements with the different parts of the program, namely the TAM III Program, local associations and selected project leaders.

Key Indicators and Achievements of the 2016 Phase

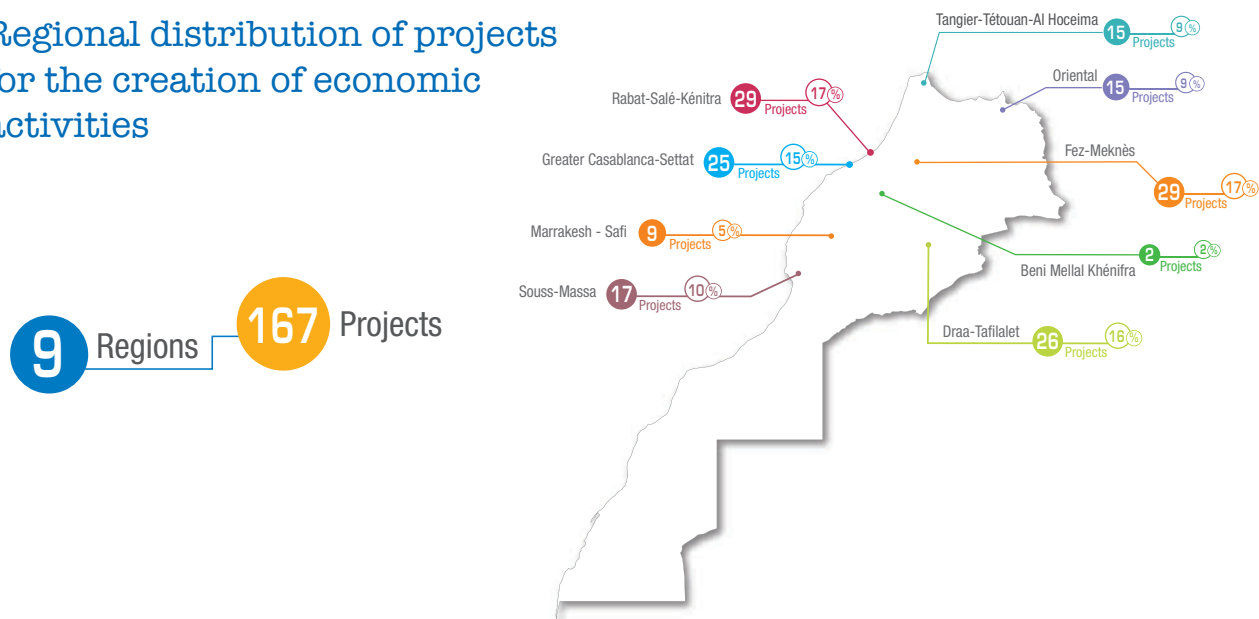
The program's 2016 exercise included 167 economic projects out of a total of 376 proposals, collected from project leaders who applied for support, or who were identified by the regional structures among the winners of the Foundation's various training centers as well as those of the Office of Vocational Training and Labor Promotion present throughout the Kingdom.

The budget allocated by the Foundation for the creation of these 167 economic projects amounted to 10,089,294 dirhams, with an average budget of 60,415 dirhams per project leader.

The analysis of budgetary allocations by project type showed that the beneficiaries receiving aid of less than 50 000 dirhams represent the dominant part of the funding program (56% of the projects).

They are at the origin of very small economic activities, carried out individually. They are young women and men who are generally illiterate or have a low level of education, with self-employment projects initiated in the clothing and hairdressing-cosmetic sectors. Projects with investments of between DH 50,000 and DH 100,000 are carried out by young people currently working in the informal sector who wish to integrate the formal sector through the creation of either an individual business (self-entrepreneurs), or, above all, an LLC. They represent 25% of all projects created. Projects amounting to more than 100,000 dirhams mainly concern cooperatives, and account for 19% of the projects financed.

Regional distribution of projects for the creation of economic activities



Breakdown of projects for the creation of economic activities by SECTOR OF ACTIVITY



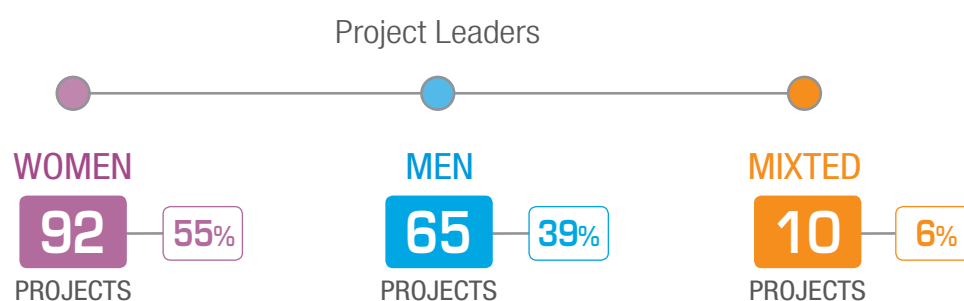
■ Breakdown of projects for the creation of economic activities by SECTOR



■ Breakdown of projects by SECTOR OF ACTIVITY and REGION

Sectors Regions	Crafts	Construction Industry	Bakery Pastry Shop	Local Produce	Livestock and Marine Fishing	Green Economy	Hairdressing Cosmetics	Services	
Rabat-Salé-Kénitra	7	11	2	1	-	-	1	7	29
Fez-Meknès	6	7	3	3	1	1	5	3	29
Beni Mellal-Khénifra	1	-	-	-	-	-	1	-	2
Greater Casablanca - Settat	4	-	5	1	1	-	11	3	25
Oriental	3	4	5	-	-	-	2	1	15
Sous-Massa	5	1	6	-	2	-	-	3	17
Tangier-Tétouan Al Hoceima	5	-	1	7	-	-	2	-	15
Marrakesh-Safi	8	-	-	1	-	-	-	-	9
Draa-Tafilalet	4	16	1	2	-	-	3	-	26
	43	39	23	15	4	1	25	17	167

■ Project Leader Profile



■ Classification of Start-Up Project

Projects	Female Beneficiaries	Male Beneficiaries	Total Beneficiaries
120 Individual	60	60	120
6 led by 2 people	9	3	12
6 led by 3 people	13	5	18
35 led by cooperatives/GEI	553	638	1191

■ Classification of projects led by disabled people

Project Type	Classification of Founder	Number of Beneficiaries	Number of Women	Number of Men	Nature of Disability
Tapestry Workshop	Individual	1	1	-	Physical
Jewelry Manufacturing and Repair Workshop	3 people	3	2	1	Physical
Audio Video Communication Workshop	Cooperative	3	2	1	Physical
Bakery / Pastry Workshop	Cooperative	6	3	3	Mental
Multimedia Studio Creation	Cooperative	4	2	3	Physical
Jewelry Workshop	Individual	1	-	1	Hearing/Speech Impaired
Spices shop	Individual	1	-	1	Physical
7 projects	-	19	10	10	-

Starting in January 2017, the program to support IGAs through integration into economic activities will enter phase 2, with the implementation of the post-creation support scheme for the 167 projects selected.



OTHER ACTIONS TO SUPPORT IGAS

With a constant view to contributing to the integration of disadvantaged populations, an assistance program dedicated to women's initiatives was set up in 2016. It was initiated with a view to encouraging women's self-employment, contributing to improved incomes and enhancing the productivity and competitiveness of projects led by women.

The program focused on logistical and technical support for the laureates from the Centers for the Training and Qualification of Women in the cities of Skhirat and Kénitra. It benefited 40 micro-projects, implemented over the course of the year, for an investment of MAD 1.15 million.

This project received financial support from the Embassy of the People's Republic of China.



Access to health
& humanitarian
care



NEW DEVELOPMENT PROGRAMS AND INTERVENTIONS CONSISTENTLY CLOSER TO COMMUNITIES

Considering the importance of the health care needs of disadvantaged populations and their evolution in terms of health problems and assistance, the Foundation's contribution has not ceased developing and restructuring. This is all the more so as His Majesty King Mohammed VI, may God be with Him, is making the right of access to health services one of the main pillars for consolidating citizenship as well as achieving sustainable, comprehensive and integrated human development.

Whether supporting medical infrastructure, strengthening the medical sector's services or launching specific programs and humanitarian activities, the Foundation remains very active in the healthcare field, through local action and the introduction of new approaches combining human and social mechanisms.

The year 2016 was marked by planning large-scale projects, launching innovative operations (in terms of healthcare) and a variety of humanitarian interventions. In addition to the outpatient medical campaigns carried out throughout the year and recurring operations such as 'Marhaba' and 'Severe Cold', the Foundation mobilized to usher in wide-ranging programs and initiate specialized projects in terms of socio-medical care.



SOCIO-MEDICAL PROGRAMS

The Foundation's intervention is part of an action plan aimed at supporting the national medical sector by strengthening the existing medical services, improving access to health care for disadvantaged populations and integrating a community-based social approach to healthcare mechanisms. It has been developed on several axes that cover the fight against addictive behavior; the management of chronic diseases, the care of patients with Alzheimer's disease and the launch of community health facilities.

All of these commitments were undertaken within the framework of a close partnership with the Ministry of Health, public and private stakeholders as well as topical associations.

Over the 2016 fiscal year, the launch of these programs got underway with the implementation of several projects of a medical and social nature, of which the kick-off was given by His Majesty the King Mohammed VI, may God be with Him.

Local Medical Center (LMC)

In order to promote access to basic health care for the disadvantaged, to accelerate medical emergency response times and to ensure regularly scheduled medical follow-up for people whose condition requires specialized consultation, the Foundation has initiated, under the impetus of His Majesty, a new type of healthcare facility: local medical centers. Depending on the demographic and geographic specifics of the targeted areas, two models have been created.

LMCs - The Mohammed V Foundation for Solidarity

These are intermediary establishments, situated between the network of basic healthcare establishments (Levels 1 and 2) and the hospital system. This type of facility, which reinforces existing healthcare services, has been designed with the objective of setting up a community-based care system accessible to the population and integrating a complementary social approach with the mechanisms of supporting patients and beneficiaries. Such an approach also aims to reduce the pressure on existing hospitals in high population-density areas. Similarly, it will avert the logistical costs that will only increase the burden of care on the most disadvantaged.

The kick-off of this new program was given on September 30 by His Majesty King Mohammed VI, may God be with Him, while laying the foundation stone of the first local outreach center—the Mohammed V Foundation for Solidarity in the Bni Mekada district of Tangier. Two other centers were launched by the Sovereign in Casablanca: on 11 October in the Sidi Moumen neighborhood and on 19 December in Hay Errhama 2 –Madinat Errahma in Greater Casablanca.

Concept - Local Medical Centers

Built on land covering 6000 m² (Tangier) and more than 6300 m² (2 centers in Casablanca: 6314m² for the center in Errahma and 6200 m² for the one in Sidi Bernoussi), these new healthcare facilities will include a unit for local medical emergency services as well as specialist medical consultation centers such as traumatology, functional rehabilitation, oral health care and chronic diseases. They will also include a mother-child health center housing a delivery unit, gynecology and obstetrics services, pediatric care, preventive and promotional medicine, as well as a medical-technical center equipped with an endoscopic and radiological unit, a laboratory for biological analysis, an operating room, hospital rooms and a pharmacy.



Mohammed V Foundation for Solidarity Local Medical Center of Bni Mekada, Tangier

Project Cost ▶ 37 Million dirhams

Partners ▶ Ministry of Health
Wilaya de la région Tangier
Tétouan - Al Hoceima

Mohammed V Foundation for Solidarity Local Medical Center of Sidi Moumen

Project Cost ▶ 37 Million dirhams

Partners ▶ Ministry of Health
Casablanca-Settat Regional Council
Casablanca Prefectural Council

Mohammed V Foundation for Solidarity Local Medical Center of Ville Nouvelle - Errahma, Casablanca

Project Cost ▶ 37 Million dirhams

Partners ▶ Ministry of Health
Casablanca-Settat Regional Council
Nouaceur Provincial Council

LMC Specifics

■ Primary Healthcare Center, Bouknadel - Salé Prefecture

Construction on this medical center was launched by His Majesty on 10 June, which responds to a very urgent need for medical access in a locality with more than 75000 inhabitants, where the nearest hospital is more than 20 km away.

The Center will provide emergency services to the local population. Beneficiaries will thus have access to integrated multidisciplinary services covering the treatment of chronic diseases and Mother-Child care. Built on land covering 2100 m², this medical facility will be equipped with emergency units, capacity for basic medical analysis, curative and preventive health, school health, oral care, as well as a birthing center. Psychological support combined with services to raise awareness will also be provided for the promotion of good health and hygiene practices.

Project Cost ▶ 11 Million dirhams

Partner ▶ Ministry of Health



■ Level 2 Healthcare Center, Salama Neighborhood, Sidi Othmane District - Casablanca

A benchmark healthcare facility, the Sidi Othmane Level 2 Health Center will improve access to community health care for a population of more than 50000 people from disadvantaged areas in Hay Salama. Because of its level 2 classification, the future Center will focus on the treatment and follow-up of patients identified in level 1, thanks to coordinated care involving several specialists.

It will be built on land covering 2244m² within a period of eight months and will be equipped with several different consultation rooms (general medicine, cardiology, nephrology, endocrinology, ophthalmology, mental health, and mother-child care), dental care and a space for nutritional education.

Project Cost ▶ 10 Million dirhams



■ Medico-Psycho-Social Center, Moulay Rachid District - Casablanca

The Medico-psycho-social Center will respond to the lack of medical infrastructure devoted to the psycho-social care of people suffering from psychological disorders. This new medical facility, which houses a reception and psycho-social rehabilitation center, will enable the treatment of mental illnesses through the development of interpersonal and patient learning skills, self-empowerment and self-esteem.

Built on land covering 1429m² within a period of 12 months, this facility will have a medical center composed of consultation rooms for general medicine, psychiatry and psychology; a community center housing a hairdresser-beautician; art and body expression; sports, a social area and a library / media center.

Project Cost ▶ 6.5 Million dirhams





The National Program to Combat Addictive Behavior

Launched by the Foundation in 2010 to protect young people against the use of psychoactive substances, improve the quality of care for addicts, and encourage the involvement of civil society and social departments in the challenges of addiction, the National Program to Combat Addictive Behavior has become an active platform, with a network of 7 facilities set up throughout the Kingdom in the cities of Rabat, Casablanca, Oujda, Nador, Marrakesh, Tetouan and Tangier.

It is the result of His Majesty's special attention to issues affecting young people, their social integration and their health coverage, which has resulted in the establishment of an organized medical and social dimension adapted to the mechanisms of local care and support.

True to this commitment, the Foundation continues to deploy the program.

The year 2016 saw the start of a new structure, the third of its kind carried out by the Foundation in the City of the Straits (the Bni Makada and Hay El Jadid neighborhoods), launched on 30 June by His Majesty King Mohammed VI, may God be with Him, in Tangier. The Foundation also launched the construction of the first outpatient addiction treatment center in the city of Casablanca (in addition to the existing structure at the IbnRochd UHC), which meets a pressing need in terms of local medical and social care.

Furthermore, to strengthen the methods of managing and moderating centers in the various regions of the Kingdom, the Foundation signed a tripartite agreement with the Ministry of Health and the National Association for the Reduction of Drug Risks, or "RdR-Morocco".

Approach to care at Addiction Treatment Centers

Like the other centers created by the Foundation, the newly launched facilities constitute a preferred tool for treatment, awareness, diagnosis, prevention, and psychosocial support.

Comprised of a social support and risk reduction facility as well as a medical center, it will focus on awareness-raising and preventive measures against the use of narcotics as well as the individualized medical and social care of people suffering from addiction. It will also promote the effective involvement of families in preventive action. The objectives of this approach are the social reintegration of the people concerned and the supervision and training of associations in the field of risk reduction.

■ Addiction Treatment Center, Mghogha - Tangier

Project Cost ▶ 5 Million dirhams

Partners ▶ Ministry of Health
Ministry of the Interior
National Association for the Reduction of Drug Risks/RdR-Tangier

■ Addiction Treatment Center, Sidi Moumen, Prefecture of the Sidi Bernoussi district - Casablanca

Project Cost ▶ 6.5 Million dirhams

Partners ▶ Ministry of Health
Casablanca –Settat Regional Council
Prefectural Council
National Association for the Reduction of Drug Risks/RdR-Tangier

New Specialized Medical and Social Structures

As part of its action plan, which aims to support the national medical sector by strengthening existing medical services for the benefit of disadvantaged and vulnerable populations, the Foundation has developed a specific health care program based on innovative mechanisms targeting people with special needs or populations suffering from specific health problems. These mechanisms are also characterized by the introduction of a socio-educational approach, including socio-professional integration, combined with medical care.

Several solidarity projects were thus launched and solidified in 2016, echoing the Royal Will to provide citizens with suitable, high quality, local medical services that meet specific needs.

Center for Chronic Diseases, Oued El Makhazen District - Mohammédia

Intended to reinforce Mohammédia's medical services, this new level 2 medical center, which was inaugurated by His Majesty King Mohammed VI, may God be with Him, on 22 June, has the task of ensuring transversal care of the patients screened at level 1 health centers. It therefore has a day hospital, consultation rooms in general and sports medicine, endocrinology, cardiology, ophthalmology and nephrology, dental care and ultrasound - ECG rooms, an analysis Laboratory, a nutrition education workshop, a pharmacy, and an office for associations.

It aims to receive, train and inform people in the region suffering from chronic diseases, early detection of the degenerative complications of diabetes, as well as supervise and train regional actors in the field.

Thanks to an integrated approach combining medical care, nutritional education and community action development, the center will be able to serve a population that includes around 13000 adults with diabetes, 8000 adults with hypertension, and 300 children with diabetes in a region with a prevalence of 3.3%.

Project Cost ▶ 5.8 Million dirhams

Partners ▶ Ministry of Health
Academic Diabetes Association of Mohammédia



Alzheimer's Day Center, Hay Nahda - Rabat

His Majesty King Mohammed VI, may God be with Him, accompanied by HRH Crown Prince Moulay El Hassan, launched construction on 9 June on a Day Center for patients with Alzheimer's disease, a new concept in medico-social projects based on dual-care, which takes into account both early and middle stage Alzheimer's patients who live at home, as well as support for their family caregivers.

The future center, which represents the first experience of its kind at the national level, will specialize in the integrated and adapted management of patients suffering from Alzheimer's disease, which entails dealing with the medical, social, preventive and curative aspects of the disease. It will provide quality care as well as the accompaniment of the patient, his/her family and home caregivers to facilitate their roles with the subject and enhance their actions through training and information.



Project Cost ▶ 7 Million dirhams

Partners ▶ Prefectural Council
Ministry of Health
Entraide Nationale (National Mutual Aid)
Alzheimer's Association of Morocco



■ Care Center for Cerebral Palsy (CP) Patients, Hay Nahda - Rabat

On 9 June, His Majesty King Mohammed VI, may God be with Him, also kicked off the construction of a Care Center for Cerebral Palsy Patients. The focus of this center, which is the only facility of its kind in the Rabat region, is in line with the efforts of the King, and pursues the objective of providing people with disabilities or maladjustment all the means that will enable them to better integrate the education system, social networks and professional life.

This new institution's approach is based on multidisciplinary medical care as well as social and psychological support for people with CP, especially children. The objective of this dual approach is to enable the functional and physical rehabilitation of younger children, as well as their development through educational activities.

At the beginning of its activities, the Center welcomed 70 beneficiaries, with an eventual overall capacity of 100 people. It is run by the Moroccan Association of Physically Impaired People, the medical care being supervised by the Mohammed VI National Center for the Disabled as well as the Ministry of Health

Project Cost ▶ 6 Million dirhams

Partners ▶ Ministry of Health
Prefectural Council
Entraide Nationale (National Mutual Aid)
Moroccan Association of Physically Impaired People
Mohammed VI National Center for the Disabled

■ Pedagogical Center for Auditory Rehabilitation, Bni Makada District - Tangier

The Pedagogical Center for Auditory Rehabilitation is the first educational and training structure for people with hearing impairments in Morocco. It will eventually offer beneficiaries a space which is adapted to care and hospitality, favoring their development and their social and professional integration.

This unprecedented project will enable both the early detection of hearing impairment in children, as well as their medical care. It will also participate in the school enrollment and special education of children aged between 2 and 18, as well as the training of young adults in appropriate employment generating trades.

The future center, projected to be built on a land parcel of 2,823 m² within a 24-month timeframe, will house a medical center with rooms for hearing aids, screening, speech therapy, music therapy and care. It will also include a pedagogical center (preschool, primary, junior high, high-school), a training center (computer and computer graphics workshops, sewing, plastic art, baking/pastry making, hairdressing and cosmetics).

A reading room/multimedia library, and a sports pitch.

Project Cost ▶ 12 Million dirhams

Partners ▶ Wilaya of the Tangier - Tetouan - Al Hoceima Region
Agency for the Promotion and Development of the Kingdom's Northern Provinces
Ministry of National Education
Office for Vocational Training and Labor Promotion
Specialized Local Associations





THE MEDICO-HUMANITARIAN PROGRAM

Mutual aid, mobilization and proximity are the fundamental values underpinning the Foundation's medico-humanitarian program, through the various direct assistance operations carried out among the beneficiary populations. Depending on the nature of the interventions, the program covers a broad spectrum of commitments, including support for access to basic health care, improved health provision for the poorest, socio-medical support, field support and emergency humanitarian aid.

In 2016, the Foundation launched several major annual operations, including welcoming Moroccans living abroad, food distribution organized during the holy month of Ramadan as well as assistance to households living in remote villages and mountainous areas to which the Foundation provides a humanitarian kit during the winter season. It has also mobilized by deploying, throughout the year, the outpatient medical caravan program aimed to meet the needs for multidisciplinary care of local populations.

5 181 749 PEOPLE

benefited from aid and support actions from the Foundation's humanitarian program

Outpatient Medical Campaigns

The outpatient medical campaign programs, deployed by the Foundation since 2003, aims to promote health in rural and semi-urban areas and to improve health services for vulnerable populations (women, children, the elderly and the disabled).

In 2016, the Foundation conducted four major operations, which it initiated directly in collaboration with the Ministry of Health and Local Authorities, and it also provided logistical support in the deployment of 85 medical caravans operated by medical associations. These outreach operations, carried out throughout the year, have been successful in ensuring access to care for 147,707 people, in particular women, the elderly, children and people with physical disabilities from populations in more than 36 provinces.



Outpatient Medical Caravans Initiated by the Foundation

- Medical Caravan – Sidi Kacem Province

This operation, which was organized on 11-12 March, targeted the inhabitants of the rural communities of Dar Gueddari and Jorf El Melha, through consultations and multidisciplinary medical care. The intervention of the medical teams covered the following fields: general medicine, internal medicine, pediatrics, pediatric surgery, dentistry, biology, radiology, gastroenterology, screening and device provisioning for people with physical disabilities as well as the diagnosis and treatment of visual impairment supplemented by the provision of glasses. The operation mobilized close to 30 doctors, nurses and volunteer technicians, and ensured that 1,690 people benefited from the care.

- Medical Caravan – Tangier and Assilah Province

Organized from May 2 to 7, this operation aimed to provide a specialized medical offer in the form of cataract surgery, general surgery and circumcisions at the hospitals of Tangier and Assilah. These solidarity interventions were complemented by multidisciplinary care for the deprived people in the BniMakada neighborhood in Tangier. The operation involved a population of 7,124 beneficiaries, including 700 visually impaired people who received free glasses and 175 needy children who were circumcised and given a kit containing traditional outfits (jabadour, fez and slippers).



• Medical Caravan - Casablanca Prefecture

The Foundation conducted a large-scale medical operation from 11-16 October for the benefit of the populations of the Lahraouiyine and Moulay Rachid districts. Launched by His Majesty King Mohammed VI, may God be with Him, this campaign focused on multidisciplinary medical consultations in specialties such as general medicine, ophthalmology, internal medicine, gastroenterology, pneumo-physiology, pediatrics, urology, cardiology, dermatology, neurology, endocrinology, odontology, radiology and biological analysis. This campaign allowed the staff to make diagnosis of motor disabilities and take the required measurements for the manufacture of prosthetics and orthopedic equipment, besides the distribution of medicines for the benefit of the patients. 40 volunteer medical specialists and 20 nurses were mobilized, as were the Foundation's seven mobile medical units equipped with digital radiology, echo-doppler, ultrasound, ophthalmology, dental chairs, biological analyzers, a pharmacy, and an ambulance. Throughout the 6 days of local presence, the caravan carried out no less than 11,286 consultations (3 days per district).

• Medical Caravan Ramadan 1437

As part of its program of action for the month of Ramadan 1437, the Foundation launched the second edition of the Ramadan Medical Caravan. This humanitarian program for the detection, treatment and control of chronic diseases is specially deployed during the holy month of Ramadan with the aim of expanding access to health care and providing additional medical services to deprived populations.

After a first edition that benefited nearly 24,000 underprivileged people from the cities of Temara, Salé, El Haouz, Fez, Oujda and Casablanca, the Ramadan 1437 Edition focused on the "El Gharb" region and was held from 11 to 29 June. The caravan, consisting of seven mobile medical units (4XRays - echo, dental, ophthalmology and biology), was deployed through five stages, every stage involving a three-day field activity, with the objective of concentrating efforts and benefiting the largest number possible.

In collaboration with local authorities, regional health delegations and medical associations, the Caravan made a stopover in the five towns of Khenichate, Sidi Yahia, Souk Larbaa, Ksar Lkbir and Ouazzane where it provided multidisciplinary medical care to more than 27,000 people.

■ Medical Ambulatory Caravans with Approved Associations

The Foundation carries out these operations by putting its medical mobile units and human resources at the service of medical associations for social assistance purposes. It may also grant, as required, drug endowments.

For the purpose of strengthening the impact of actions for beneficiary populations, the Foundation continues to work in close collaboration with the medical associations which deploy their staff of volunteer doctors. In 2016, the Foundation organized 85 operations with 23 voluntary organizations. During these operations, 1,278 doctors and 965 volunteer nurses took part in various humanitarian interventions.

These local medical campaigns were deployed in 36 provinces of the Kingdom, targeting areas lacking sanitation facilities, and with 1- to 3-day activity schedules. They were mostly multidisciplinary (general medical consultations, specialized consultations, surgical interventions and circumcisions), and targeted a population composed mainly of women, children and the elderly among the deprived populations.

These caravan programs benefited a total population of 110,000 individuals.



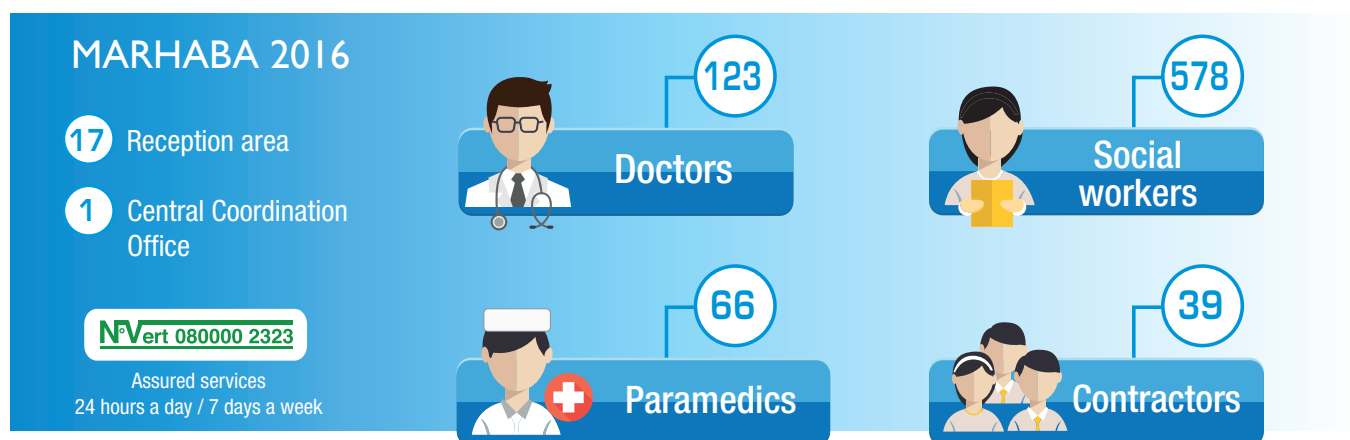
| Humanitarian Operations

Humanitarian interventions carried out by the Foundation are subject to annual planning. This applies for the yearly welcoming of Moroccans living abroad during Operation Marhaba, the food support organized during the holy month of Ramadan as well as the Severe Cold Operation (« Operation Grand Froid ») carried out in order to alleviate the impact of the cold on the populations who live in remote mountainous areas that are difficult to access. In addition to these operations, the year 2016 was also marked by strong mobilization of the Foundation for those populations impacted by the cold waves at the beginning and at the end of the year, as well as by the organization, on the instructions of His Majesty The King Mohammed VI, may God be with Him, of an emergency operation in the northern region of Niger for refugees of sub-Saharan origin.

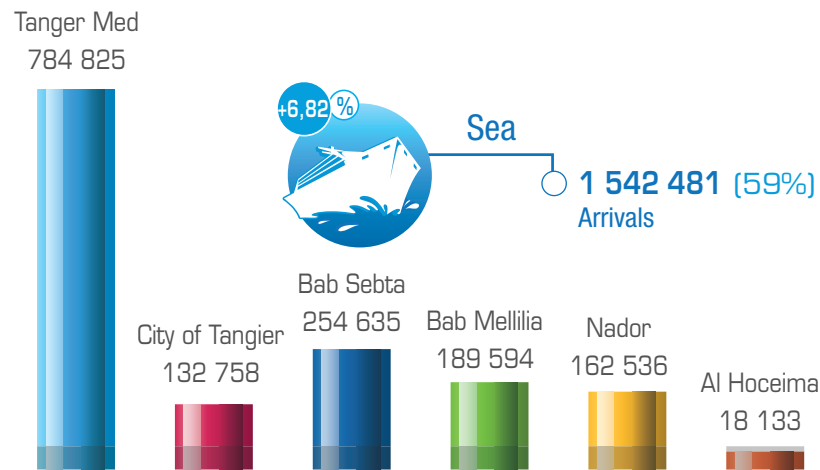
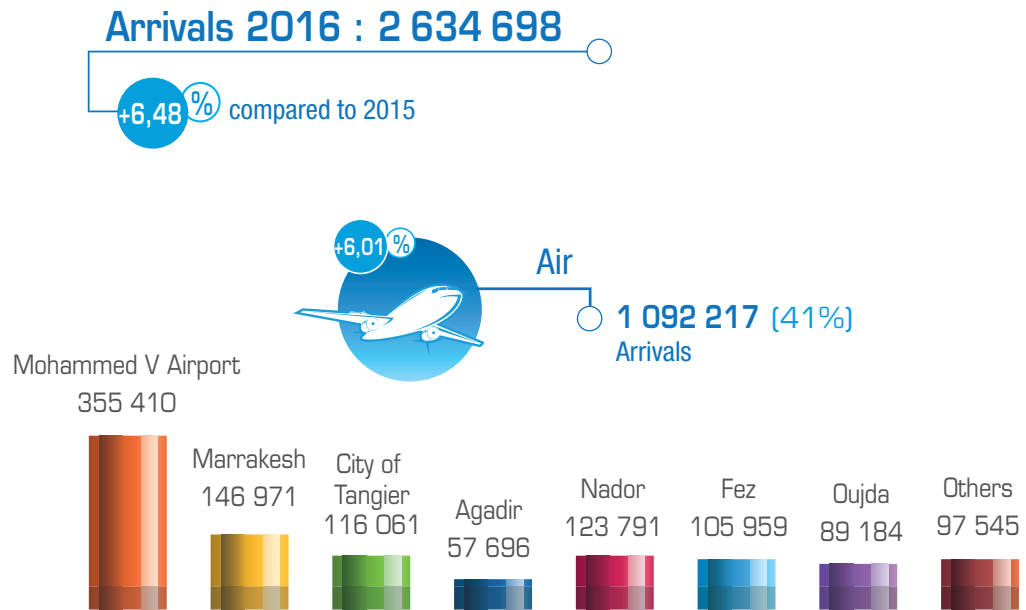
■ Operation Marhaba 2016

The Foundation participates each year in the Operation Marhaba, an original humanitarian action of great significance for the Moroccan community living abroad, marked by the values of solidarity, sharing and mobilization. Ever since it was launched in the year 2000, this Operation is carried out under the effective presidency of His Majesty King Mohammed VI, may God be with Him; a renewed commitment, which reflects the care and attention that the Sovereign brings onto our countrymen and their welcoming during the summer season. On 29 June, His Majesty visited the Port of Tangier-Med and closely monitored the welcome reception by meeting members of the Moroccan community from Algeciras.

The measures adopted year in year out make it possible to strengthen the ties of the Moroccans living around the world with their homeland and to ensure their well-being during the arrival and departure phases which run from 5 June to 15 September. For this 17th edition, the Foundation reactivated its 17 reception sites in Morocco and abroad to cope with the intensity of maritime and air traffic recorded regularly on this occasion and deployed a large number of social workers, doctors, paramedics and volunteers, who were mobilized to assist our fellow countrymen living abroad and provide them with the necessary assistance.



The 2016 edition of Operation Marhaba saw an increasing trend in terms of arrivals, as 2 634 698 Moroccans living abroad traveled back to their home country, Morocco, as of 15 September, as well as in terms of social and medical support.



90.778
Welcoming services

15.000
Medical assistance cases

+ 8 000 Consultations
for the sole region of Bab Sebta
Tangier - Tanger Med Port

New measures have also been implemented with the objective of strengthening assistance and awareness-raising mechanisms. Indeed, the Foundation has launched the mobile application Marhaba, a new digital support tool, earmarked for the visiting Moroccans (MRE), which offers them practical information and functionalities for the smooth organization of their trip and their stay in Morocco.

In addition, the Foundation has set up a dedicated treatment for coaches departing from the Tanger Med port. Launched in partnership with the authorities of the Tanger Med port, shipping companies, transport companies as well as services of the Auxiliary Forces and the Royal Gendarmerie, this device is becomes operational starting from the Tangier-Med rest area. It has responded to the strong influx of travellers crossing through Tangier Med port during the peaks of the return phase by regulating the upstream flow of buses and by facilitating the administrative procedures of registration (transit ticket reservation and edition of boarding passes) from passengers to shipping companies. A system of management for coach arrivals/ departures to the Tanger-Med port was coordinated based on seating availability and the traffic situation.

Activated from **17 to 28 August:**

Processing of **310**  Buses

Accompaniment of **13,313**  Travelers

On 7 September, an emergency response was organized by the Foundation upon the Higher Instructions of the King to provide assistance to 'MRE' passengers on a ship transporting them from Tangier Med to Barcelona which had broken down in Cartagena (200 km north of Almeria, Spain). A team of social workers, deployed on the spot, accompanied by consular officials, ensured that the passengers were taken care of and transported to their final destination by the concerned shipping company.

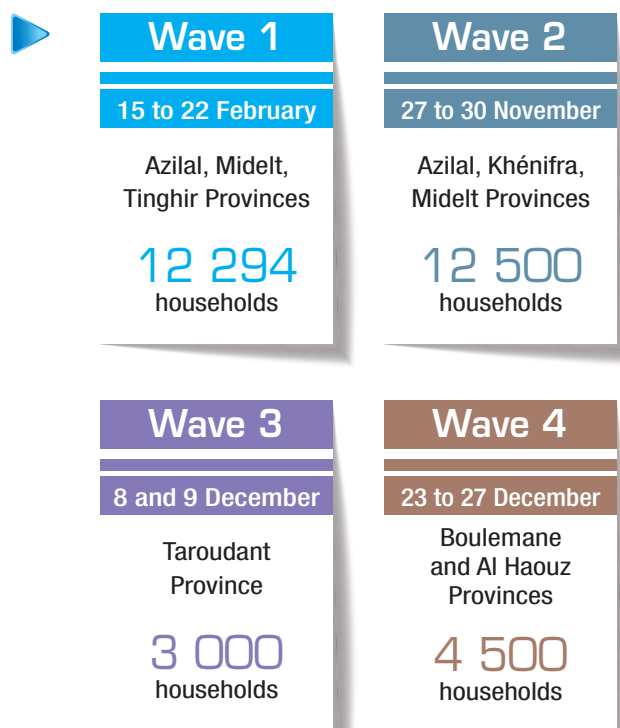
■ Operation Severe Cold Program

Intense cold waves marked both the beginning and the end of the year 2016. These waves affected the mountainous regions of the Middle Atlas and the Upper Atlas, which became completely isolated from the outside world and whose populations were subject to harsh, demanding weather conditions.

As is the case every year, the Foundation mobilizes, in coordination with local authorities, to provide assistance to vulnerable families in rural areas, thereby reducing the cold's impact. The support structure put in place consisted of dispensing a food kit comprising 10 kg of flour, 5 kg of rice, 5 kg of sugar, 400 g of tea, 500 g of salt, 5 liters of oil and 1.2 kg of milk powder, as well as blankets.

Four important waves of humanitarian interventions took place in the provinces of Midelt, Tinghir, Azilal, Taroudant, Boulemane and El Haouz during the months of February, November and December.

They reached a beneficiary population of **19 789 households.**



■ Operation Ramadan | 437

The Ramadan food distribution operation, which constitutes a highly symbolic initiative, returns every year as a reminder and pledge to Moroccan society's noble values of solidarity, mutual assistance and sharing. Launched by His Majesty King Mohammed VI, may God be with Him, it demonstrates the commitment and the constant Royal concern toward people in precarious situations.

This year, the Foundation organized the 17th edition of this operation with the support of the Ministry of Interior and the Ministry of Habous and Islamic Affairs, providing help and comfort to the most vulnerable social groups, including widows, elderly and people with special needs, through the distribution of food baskets.



To ensure this operation's success, thousands of people are mobilized, supported by social workers, National Mutual Aidstaff and volunteers, including young students. The implementation of this initiative is also supervised and organized by two committees, one local and the other provincial, which ensure smooth supply at the distribution centers, the identification of beneficiaries and the distribution of food items.

The Groupement professionnel des banques du Maroc (GPBM or Moroccan Banking Association), the General Treasury of the Kingdom and Barid Al Maghrib also assist the Foundation by contributing to the control of the financial aspects of the operation. The National Office for Food Safety, for its part, monitors the quality of the food being distributed.

■ Humanitarian Intervention for Sub-Saharan Refugees from Niger

This year, the Foundation took part in an emergency humanitarian aid program organized amidst the migratory and humanitarian crisis of December, which followed the mass expulsion of people of sub-Saharan origin who were in a precarious situation in a center in northern Niger.

This action, which is part of Morocco's active solidarity with African countries and populations, consisted of the distribution of a humanitarian kit composed of food products, blankets and tents. The total volume of the aid provided was 116 tons.



Supporting Social Actors

SUPPORTING SOCIAL ACTORS

Social engineering for a lasting support of our partner, associative networks

Since its inception, the Foundation has paid particular attention to associations, and considered them privileged partners who were, as such, benefiting from a specific support program. This program targets not only those associations entrusted with the management of the Foundation's projects, but also those that are working in the same sectors and thematic areas of intervention. It provides them with support in the form of equipment subsidies, participation in project implementation or technical support through the training of human resources.

This year, the Foundation showed its continued commitment towards the volunteer sector with the launch of a program under which equipment is being granted to associations which assist people with disabilities as well as the implementation of the regional training plan devoted to Casablanca.

■ Support for Associations

On the launch of the 2016 National Solidarity Campaign, under the theme of **'Professional Integration of the Disabled'**, His Majesty King Mohammed VI, may God be with Him, made equipment donations worth 2 million dirhams to the benefit of associations working in the field of disability.

12 active associations throughout the different regions of the Kingdom were handed the keys to minibuses for the transport of disabled people.



List of the associations that benefited from minibus donation:

- Femme Méditerranée, a sustainable development association for people with specific needs, from Oujda
- 'Annour' Association for the Integration of disabled people, Tifelt
- 'Morouj' Association for the Integration of people with specific needs, AinOuda - Rabat
- 'Attahadi' Association for the Disabled, Fez
- 'Miroir de l'Enfant Autiste' Association, Fez
- 'Al Malaika' Association, Marrakesh
- 'Al Karama' Association, Azilal
- 'Mogador' Association for children with specific needs, Essaouira
- 'Nidaa' Association for Down's Syndrome, Safi
- 'Essalam' Association for the Integration of the Disabled, Inezgane Ait Melloul
- 'AL AMAL' for the disabled, Tata
- 'Toudgha Aloulia' Association, Tinghir

In 2016, the Foundation also granted ambulances to the Muslim Charity Association, which works in the Oujda region in socio-medical projects for the benefit of orphans, youth in difficult situations and the elderly. This donation was made for the medical transportation of the elderly.



■ Training

The Training Division continues to provide services to the Foundation's partner associations, aiming to continue strengthening their capacities and to improve the conditions for the implementation of the Foundation's activities under the centers managed by local volunteers. Over the year 2016, several areas of intervention have been translated into action, including the continuation of training programs, the implementation of regional training and support plans in the Casablanca, Marrakesh-Agadir, Tangier-Fez-Ouarzazate areas, the strengthening of existing partnerships so as to bring in more expertise and advice in terms of support and skill consolidation for beneficiaries and actors across the Foundation's new projects.



• Regional Training and Support Plans

Since 2008, through its Training and Social Engineering Division, the Mohammed V Solidarity Foundation has been organizing exchange days with partnering associations and cooperatives at the regional level. These exchanges lead to the drafting of plans adapted to the needs of these partners in terms of training and support, and extend up to their adoption as regional plans. Their objectives are to mobilize partners as stakeholders in training and support action through a participative approach and to create spaces for exchanges promoting the proposal of accompanying solutions as well as networking between different actors in order to share experience and best practices.



- **Regional Training Plan - Casablanca**

In 2016, the Training Center led the regional training plan for associations in Greater Casablanca. The plan focused on seven themes related to value-creating activities that have been developed in recent years, characterized by careers in / sectors of intervention. The training modules covered associative and cooperative management, medico-humanitarian issues, pre-school education, social entrepreneurship, communication, environment and green trades as well as volunteer work.

This program was implemented through a 61-day training schedule and benefited 1003 social actors, members and resources from associative networks in Greater Casablanca, who took 18 modules and 30 training sessions.

- **Regional Training Plan – Marrakesh / Agadir**

For the regions of Marrakesh and Agadir, the work of the exchange seminars carried out before hand resulted in a training plan, drawn up according to the guidelines of the respective representatives and partners in the two regions.

It focused on two main areas: training in the areas of governance, administrative and accounting management, communication and partnership development, as well as techniques for accompanying beneficiaries of the Foundation's centers.

The program, which benefited 71 social actors, was conducted over 4 days of training during the month of March.

- **Regional Training Plan Tangier - Fez - Ouarzazate**

Launched in 2015, the training and support plan for the northern region and the regions of Fez and Ouarzazate was reactivated in 2016 through the organization of three training sessions, spanning 10 days of activity and benefiting 85 associative actors.

It focused on an introduction to 'social center management', through a training module that was developed on the following mentoring axes: 'the culture of writing', team and organizational management, leadership and strategic management.

- **Training Actions for Project Leaders**

As part of the Foundation's efforts to fight against poverty through the implementation of income-generating activities, a specific training and support program has been set up for project leaders in precarious situations.

This action, carried out over three months of activity, focused on the formalization of income-generating activities through the status of the entrepreneur, management and follow-up tools in pre- and post-creation phases, and reinforcement of their managerial skills.

It benefited 54 women entrepreneurs from the women's training and skills-building centers of the Foundation, in the cities of Skhirat (37 beneficiaries) and Kenitra (17 beneficiaries).



• Partnerships

In a spirit of cooperation and the goal of enhancing support practices and expertise, the Training Division strengthened its partnership framework with German cooperation through GIZ. Two new strands of action thus emerged during the 2016 fiscal year.

The first was deployed within the framework of the *Projet de Promotion Economique et Développement Local des Provinces Excentrées du Maroc (PEDEL* or *Project for Economic Promotion and Local Development of the Remote Provinces of Morocco*. It involved the implementation of joint actions in the areas of financial and non-financial support aiming at socio-economic integration, through support for creation of entrepreneurial economic activities, such as the *Very Small Entreprises (VSEs)* or *Self-Entrepreneurship*, with entrepreneurial youth and adults.

A second partnership focused on the *Projet de Gestion et de Protection de l'Environnement (PGPE* or *Environmental Management and Protection Project*),

which aims to integrate young people into new green trades, which offer potential for socio-professional integration. It has resulted in the creation of five guides relating to green trades which are intended for entrepreneurial associations that support young green projects promoters. A feasibility study was also conducted as part of a project to build a green waste composting pilot plant.

In addition, and in the same framework of introduction to the green trades, an awareness training was organized for the benefit of the Foundation's Executives (managers of central projects and managers of regional projects). The training, which was conducted over a two-day workshop, ended with a study tour that focused on the waste sector and the water and environmental trades within the reference structure, namely the International Office for Water (*Office International de l'Eau*).



Autonomously Managed Structures

AUTONOMOUSLY MANAGED STRUCTURES

The organization of the Foundation is extended through the subsidiarisation of specific actions or actions that are dedicated to particular populations with the involvement of recognized actors in the respective fields, such as the Mohammed VI National Center for the Disabled (CNMH), Mohammed VI Center for Microfinance Support in Casablanca (CMSM), the Centers for Vocational Training in Craft Trades in Fez (CFPMA), Marrakesh and Salé and the Center of Very Small 'Socially-Responsible' Enterprises in Casablanca (CTPES).

These structures are managed by specific councils, where not only the Foundation itself, but also the relevant actors are represented.

The year 2016 was thus marked by the inauguration of a new center dedicated to the professional integration of people with mental disabilities: the Center for Insertion and Labor Assistance (CIAT), which is a subsidiary of CNMH. It was inaugurated by His Majesty the King Mohammed VI, may God be with Him, at the launch of the 18th edition of the National Solidarity Campaign.

THE MOHAMMED VI NATIONAL CENTER FOR THE DISABLED IN SALÉ (CNMH)

The roadmap for the year 2016 focused on three main areas:

- the development of a project to establish the CNMH (all facilities), which integrates CNMH's best practices models, as well as the development of an efficient information system;
- improvement of technical performance by strengthening the human resources structure and capacities of the Center;
- the launch of the Work Assistance Center of Salé (CIAT), to serve as a model for the CNMH with regards to integrated and global support for integration in an appropriate professional environment.

2016 was also marked by the tenth anniversary of the CNMH, an innovative institution that had been inaugurated by His Majesty King Mohammed VI, may God be with Him, in 2006 to meet the social and educational demands as well as the rights of disabled people.

National CNMH Platform - Key Performance Indicators for the Five Regional Structures

In 2016, the medical and social centers of the CNMH of Salé and the four regional sections of Safi, Fez, Oujda and Marrakesh took care of 8 800 patients through the entire spectrum of specialty medical consultations, carried out 30,006 rehabilitation sessions (speech therapy, psychomotricity, orthoptics), manufactured 208 orthopedic devices, and cared for 2396 beneficiaries of dental services.

The socio-educational departments - of the Center in Salé and the regional sections - registered 885 beneficiaries from educational, cultural and artistic care.

In sports, 1819 beneficiaries of athletic activities, all disciplines combined (omnisport hall, indoor swimming-pool, fitness room), were recorded at the center of Salé and the regional sections.

As for the Vocational Training Department adapted to people with mental disabilities, it hosted 134 young trainees at the center of Salé and the two regional sections of Marrakesh and Fez.

Finally, 5258 beneficiaries of social support were notified at the social office of the center of Salé and the regional sections.

In addition, and with a view to improving the quality of services at the level of the various CNMH hosts, some of the services provided at these structures have been strengthened both qualitatively and quantitatively, including the implementation of the following actions:

- 1 the regular operation of swimming pools in Oujda, Marrakesh and Safi;
- 2 the launch of construction on a fitting shop in Marrakesh;
- 3 the consolidation of the CNMH's human resources through the deployment of specialized educators, health personnel, auxiliary forces and vocational trainers.

Inauguration of the Labor Assistance Center (CIAT)

On Monday February 15, 2016, His Majesty King Mohammed VI, may God be with Him, presided over the inauguration of a Labor Assistance Center in Sala Jadida. This Center is an institution that offers professional and economic activity adapted to young people with mental disabilities who have benefited from qualifying vocational training at the CNMH. Initiated by the Foundation, CIAT is led by the CNMH and is an innovative model in the field of vocational integration for young people with mental disabilities, whose capacity will ultimately benefit a workforce of 150 workers.



For its launch, CIAT enabled the integration of 41 girls and boys with mental disabilities (Down's Syndrome and mental retardation), participants at the CNMH vocational training center in the catering, services, agriculture and gardening fields. They have access to vocational activities within the CIAT, through several workshops, production units and services that cover production in organic farming, free-range chicken farming, horticultural production, catering and baking, and the assembly of wheelchairs for people with physical disabilities - in an environment that is open to the general public.

These young people all work for the CNMH as contracted employees, under the legal guardianship of their parents, and enjoy all their social security rights (mutual coverage, pension) with a secure bank account at their disposal. They also benefit from personalized support provided by specialists in the socio-psychological and health fields.

At the end of this first year of activity, the number of beneficiaries with disabilities reached 54 qualified young people that will have graduated from the CNMH professional training program. As for the general public, it has witnessed profoundly positive achievements over the course of this first experiment.

**Number of visitors/
clients to the CIAT
between March and
December 2016**

900 Visitors
Bouknadel
(catering)

15 800 Visitors
au site CIAT Sala Al Jadida
(catering and organic food sale)

**Number of Organic
Baskets Sold
between February
and December 2016**

63 baskets
Average baskets
sold at CIAT per week

2 800 baskets
sold during this
timeframe

Major socio-educational, sporting and scientific events



- On Wednesday, 9 June, in Hay Nahda (Rabat) His Majesty King Mohammed VI, may God be with Him, presided over the launch of an operation for the distribution of orthopedic devices, manufactured at the equipment workshop of the National Center of Salé. This operation benefited 70 people with disabilities from different cities in the Rabat-Salé-Kenitra region.
- Under the High Patronage of His Majesty King Mohammed VI, may God be with Him, the CNMH organized the 8th National Handicap Forum under the theme 'A Decade of the Mohammed VI National Center for the Handicapped'. The event, which took place from 29 to 31 March, was attended by more than 1 800 people in the various scientific, medical, cultural, educational and athletic activities which took place within the Salé Center and regional offices.
- The Mohammed VI National Center for the Disabled organized the 'International Arab Summer Camp for People with Disabilities' in Sala El Jadida. This event, organized from 31 July to 1 August, is part of the activities of the 'International Arab Union of Social Integration and Diversity for All', of which Morocco has become a new active member, through the Mohammed VI National Center for the Disabled and the Association of Parents and Guardians of Children with Down's Syndrome. The event was attended by more than 80 young girls and boys with disabilities between the ages of 16 and 26 from seven Arab countries, which are members of the Union.

- On the occasion of the tenth anniversary of the inauguration of the Mohammed VI National Center for the Disabled by His Majesty the King, on Thursday, 10 November, the National Center of Salé organized a large ceremony to celebrate the event and invited the beneficiaries of the activities of the Center, as well as parents and partner associations. The four regional offices also held diverse celebration activities for children and youth who benefit from CNMH actions.

Skills Development Activities

On 3 December, 2016, in commemoration of International Disability Day, in partnership with the Ministry of Health and the University Hospital Center of Fez, the CNMH organized a scientific day for the benefit of the medical and paramedical executives who are in contact with disabled people in the public and private sectors, under the theme 'Caring For Disabled Children in Rehabilitation'.



In addition, during national and international events, numerous athletic, cultural and recreational activities were organized by the CNMH of Salé along with regional sections. These activities were carried out over summer 2016, the end of the 2015/2016 school year, the National (in March) and International (in December) Days for Disabled People, the celebration of International Women's Day and the Ashura Festival.

The sports clubs of the five CNMH structures also participated in various sporting events organized by the Moroccan Special Olympics and the Royal Federation for the Disabled in Sports. These were held not only in Salé (at the CNMH) but also in other cities of the Kingdom or even abroad. To name a few events which took place: the Throne Cup, the Moroccan Special Olympics and the National Paralympic Games.

CENTER FOR SOCIALLY-RESPONSIBLE, VERY SMALL BUSINESSES IN CASABLANCA

Thanks to the major economic projects initiated by the Kingdom of Morocco since the mid-1990s, the country's macroeconomic indicators are showing more sustained growth due to the contribution of an economic fabric composed of Very Small Businesses (VSBs or TPEs), 75%, where 44.5% of the working population is under 35 years of age, according to the HCP.

In that context, the Mohamed V Solidarity Foundation has initiated solutions adapted to the promotion of VSBs as a tool for socio-economic integration of disadvantaged populations. These initiatives enabled the creation of a pilot project in 2015 to promote entrepreneurship for young people:



The Casablanca-based Center for Socially-Responsible Very Small Businesses, offers an integrated program focused on financial and logistical support, skills building and post-creation support.

Launched in 2015, the program aims to support the socio-economic integration of vulnerable populations, especially young people, through business activity with the objective of combatting unemployment and poverty. The year 2016 saw the birth of the first nursery and allowed the center's first results to be tallied in terms of support provided.





| Mentoring and Support Structure

The Center for Socially-Responsible VSBs provides a complete coaching program for VSB creation. Indeed, young people get support from the inception phase until project completion and the beginning of their activity. The aim is to enable younger entrepreneurs to understand business operating mechanisms and to contemplate their objectives and the environment in which they evolve.

Settlement Process for Young Entrepreneurs

Selection

Selecting young entrepreneurs is one of the most critical steps in the successful completion of the Center's coaching process. In general, the selection is based on two criteria: ensuring a match between the person/project and the project/market, as shown in the following diagram:

Person — Project Match

- Assessment of personal/social situation : family support, children care, health, mobility
- General and technical skills, degrees and professional experience
- Project Definition and Motivation
- Available Financial Resources
- Ability to develop the project

Person — Market Match

- Activity Regulation
- Target Market, project's relevance for a given and defined market segment
- Equipment
- Financial and human resources needs
- Personal and technical support

Following this selection phase, the center has the necessary information regarding the needs and actions to be initiated to start mentoring the young entrepreneurs selected.

Pre-creation

This step involves training sessions for small groups or per individual for the young people who were selected. During either type of session, information and awareness will be shared on the status of an entrepreneur and the professional environment, on the selection and follow-up of young entrepreneurs' projects, on a project's pre-study and on support for the development and validation of the business plan. Lastly, advice will be given with regards to market research, taxation and legal status.

Creation

During this phase, the Center assists young entrepreneurs in the process of setting up their business by helping with administrative procedures, as well as providing support for installation of the physical premises at the Center and the commissioning of the equipment provided.

Post-creation

The post-creation phase begins once the legal entity has been formalized and the young entrepreneur has settled in. During this phase, the entrepreneurs will go through a complete learning process on how to manage a company, and will discover the different facets of managing and developing a very small business.

To this end, group training and individual coaching sessions are organized for the benefit of young entrepreneurs, focusing on the following aspects:

Management training:

introduction to accounting and taxation, treasury management, team management, inventory management, how to set up activity monitoring tables, etc.);

Sales and business development training;

Personal development:

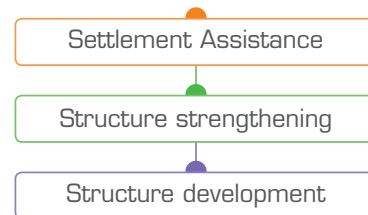
building capacity through self-confidence.

Post-incubation

At the end of this long 'post-creation mentoring' process delivered by professionals and experts, an exit plan is developed with the young entrepreneur, which aims at preparing the right conditions for the VSB's take-off, in 'real' market conditions, and ensuring the continuity of its activity so as to guarantee sustainable development. During this phase, a post-incubation business plan is defined, the young entrepreneur is assisted with administrative procedures and access to land, informed on financing opportunities and assisted with the set up of the post-incubation financing plan.

Therefore, and in order to ensure the development of the VSB, the Center provides an appropriate post-incubation support system.

In this context, the Center signed a partnership agreement with local partners to provide incubated young people with premises at preferential rental rates for their activities when they leave the Center (Moulay Rachid Association of Charities (AOB), Mohammed V Solidarity Foundation, ...)

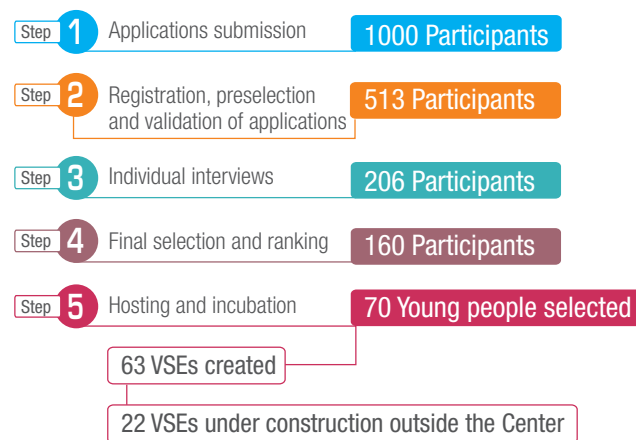


Achievements in Favor of the First Wave of VSBs

Several efforts and resources were deployed to make this first experiment a success. Indeed, more than 40 experts were involved in the interview process for future beneficiaries through the 4 selection stages, which took place over a four-month timeframe and resulted in the selection of 70 candidates out of the 513 who were initially pre-selected through OFPPT counters.

As for the VSBs hosted in the Center, they operate in a wide range of activities, which range from construction to textiles, through communication, design, IT and event management.

In addition, VSBs benefited from six training modules spread over 24 working days and delivered by a multidisciplinary team, including four advisors who coach and mentor the beneficiaries on a full-time basis.

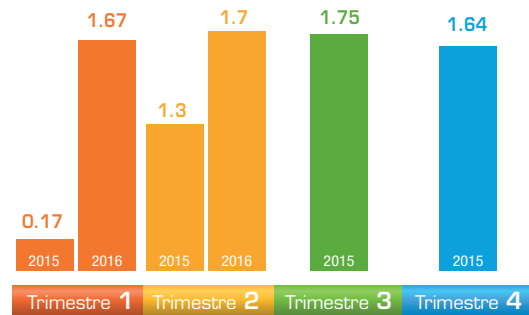


These modules focused on project framing, business plan development and understanding the project's commercial and financial aspects.

The Center currently hosts 70 young people, with 63 VSBs created, of which 24 arrived during 2016 admissions. The projects carried out by these beneficiaries are distributed into 48 production companies and 15 services companies.

The incubation activity of the projects has allowed significant job creation since the launch of the center, as 119 jobs have been created.

Turnover by incubated VSBs (million dirhams)



The VSB center has given young entrepreneurs the opportunity to network and collaborate with each other in order to develop their businesses, which has given rise to a spirit of solidarity within the group. As a result, the VSBs provided many of their services to clients of national and international renown.

Over the year 2016, a crucial dynamic was set in motion for the young entrepreneurs: one group in the exit phase, another in the settling phase and a third in the selection phase.

THE MOHAMMED VI CENTER SUPPORTS SOCIALLY-RESPONSIBLE MICROFINANCE IN CASABLANCA



In 2016, the Moroccan microfinance segment confirmed resumption of the growth trend that was triggered in 2012. In this setting, the Mohammed VI Center for Support of Socially-Responsible Microfinance (CMS) undertook the construction of structuring projects within its fields of intervention in order to support the social missions of the Moroccan Micro-Credit Associations (AMC), to promote micro-businesses and to support them in the marketing of their products, thus contributing to the country's effort to fight against vulnerability.

The actions undertaken by the CMS in 2016 and oriented towards sustainable development, translated the decisions of the CMS Board of Directors into concrete measures, in accordance with the five strategic axes of the 2014-2016 development plan, namely:

- Supporting AMCs for a Socially-Responsible Microfinance ;
- Helping AMCs build their skills ;
- Strategic watch, lead by the Observatory ;
- Coaching the micro-entrepreneurs ;
- Partnership development.

Training

The Center reiterated its community-based actions, assistance, advice and support in the field of training both for the staff of the AMCs and their beneficiary clients. Training design was thus carried out to cover the needs and expectations of the various staff levels of the sector as a whole. The Center has also helped a number of AMCs define their training needs.

The 2016 CMS Training Program stemmed from the sector's Training Design and concerned relevant new themes, in addition to the usual ones. A wide choice of training courses on various topics was proposed to the beneficiaries with the help of national cooperation partners, such as the AMC, the Ain Chock Faculty of Law in Casablanca, and international organizations such as Ada Luxembourg, GIZ German Co-operation Agency, The Belgian Association for the Promotion of Education and Training Abroad, the Agency for International Cooperation, the Frankfurt School and the Smart Campaign.

Classification of Training Subjects	Number of participants	Genre	
		Female	Male
Financial Education	748	85%	15%
Merchandising et commercialisation	554	85%	15%
Personal Development	240	90%	10%
Entrepreneurship	296	90%	10%
Cooperative Status	22	100%	-

At the end of 2016, 3 566 people benefited from the Center's training program at the national level, including 1 860 micro-entrepreneurs and 1 706 AMC staff members.

Description	Training Days	Headcount	PTD(*)
Diploma Course	199	92	1576
Actions driven by AMCs (CMS Logistics Support)	131	1070	3261
Specific and Scheduled Training	47	483	674
Qualifying Training	641	13	1603
Training Design	10	48	134
Total AMC Agents	1028	1706	7248
Micro-Entrepreneurs Training	47	1860	1860
Overall Total end of 2016	1075	3566	9108

(*) (*)PTD: Professional Training Days (Training Days x Staff).

As a result, the total number of beneficiaries of the Center's training activities since the start of its program increased by 34 966, for a cumulative volume of 93 551 training days (PTD).

The total number of beneficiaries is as follows:

Target Population	Number of Beneficiaries
AMC Staff	16 106
Micro-entrepreneurs	18 860
Total of Training Beneficiaries	34 966

Micro-Business and Marketing Support

In 2016, the CMS continued its program of qualification and mentoring earmarked for micro-entrepreneurs, which aims at promoting their micro-businesses (micro-firms) and supporting the marketing of their products and services.

Thus, in partnership with the AMCs, the local authorities and various socio-economic stakeholders, the Center organized 5 Regional Micro-Entrepreneurial Meetings: in Ouezzane, in Marrakesh (in parallel to the International Conference of the SPTF), in Casablanca (at the 5th edition of the National Fair for Social Solidarity Economy) and in Rabat (in parallel to the CDG Foundation's prize for the creation of the Young Micro-Company).

The Center also organized the participation of micro-entrepreneurs in the 11th edition of the International Agricultural Fair of Morocco in Meknes and other « exhibition and sales » meetings in Casablanca, Marrakesh and Mohammedia.

740 micro-entrepreneurs took part in all these meetings in 2016

They could exhibit their products for free as well as benefit from training provided by the CMS and its partners (among other topics covered: Merchandising and Marketing).

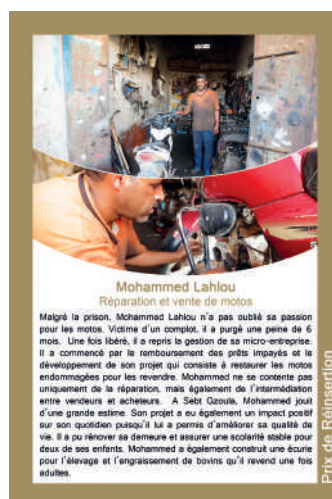
At the end of 2016, the CMS micro-entrepreneurs training component also involved 1 860 people for whom the CMS provided different types of training, specifically on financial education, merchandising and marketing, personal development, entrepreneurship and the status of cooperatives.

Moreover, other promotional actions, which strive for a true valorisation of human capital, have been carried out:

- 4th edition of the National Micro-Entrepreneur Award, held in April, in partnership with FNAM, awarded male and female micro-entrepreneurs, winners for 7 designated award categories, including the newly created « Reinsertion of Detainees».
- Participation in the Support Program for Income Generating Activities (AGR) by helping out in the creation process of Young Micro-Businesses, in partnership with the Foundation of the Caisse de Dépôt et de Gestion, the FNAM and the JAÏDA Fund.



Micro-Entreprise Féminine



Prix de Réinsertion



Microfinance et Développement Humain



Prix Spécial CMS

The Microfinance Observatory

The CMS Microfinance Observatory completed several sectoral projects, pursuant to the Centre's 2014-2016 mid-term Development Plan and its 2016 Roadmap, both approved by its Board of Directors. These activities include:

- Organization, in partnership with FNAM and the SPTF, of a round-table: 'Evaluating the Impact of Microfinance on Social Performance in Morocco' at the 11th International Conference of the SPTF in Marrakech and participation in workshops on the design of products adapted to customers;
- Participation in the World Bank's Deauville Initiative, through the technical preparation and the development of e-Learning modules of CMS, the validation of project deliverables 'Groupements Solidaires du Commerce' and the launch of the draft study on the Potential of Microfinance in Morocco;
- Broadcast, since May, of the monthly dashboard on the microfinance sector;
- Broadcast of the quarterly rating trends of the microfinance sector in Morocco and improvement of the FACTSHEET reporting through extensive financial and social analysis;
- Update of the CMS Internet Portal ;
- Supervision and support of researchers and trainees in projects related to microfinance and entrepreneurship.

Partnerships

In 2016, the CMS signed 3 major partnership agreements:

- 1 A partnership agreement with the Belgian Association APEFE (Association for the Promotion of Education and Training Abroad) on the « Min Ajliki » Program, which promotes entrepreneurship through training and skill-building of aspiring female entrepreneurs in income-generating activities or in the informal sector.
- 2 A partnership agreement signed with the Foundation Caisse de Dépôt et de Gestion, the JAÏDA Microfinance Fund and the FNAM. This agreement relates to the Support Program for AGRs through the support for the creation of a young micro-enterprise, and it aims to promote the development and financing of income-generating micro-projects by young people aged 18 to 35 seeking alternative financing due to difficulties obtaining conventional banking loans.
- 3 A partnership agreement with the Banking Training Center (CFPB France), under which the latter entrusts the CMS with dissemination and implementation of the Moroccan AMC's of the Certification Training cycle intended for the agencies' managers.

CRAFT TRADES TRAINING AND VOCATIONAL CENTER – FEZ

The Craft Trades Training and Vocational Center of Fez, which celebrates its seventh anniversary this year, focuses on the following main areas:

- Maintaining its role as a leading player in apprenticeship training in the crafts field in the city of Fez;
- Development of continuing education through the implementation of the convention signed between the Mohammed V Solidarity Foundation for Solidarity and the Ministry of Handicraft and Socio-Economic Solidarity;
- Helping laureates integrate into working life;
- Development of the partnership with the crafts industry stakeholders.

Apprenticeship

Apprenticeship is instituted and organized by Law n°12-00. It is a form of training based on practical in-company training for at least 80% of its total duration, supplemented for at least 10% of this duration by general and technological training in the training center. In the case of the CFQMA Fez, some apprenticeship companies host workshops inside the center, while simultaneously delivering training and supervising production. The number of companies providing practical training for apprentices reached 138 enterprises this year, of which 23 were inside the center and 115 outside.

For the 2016 training year, there were 450 apprentices registered to the center in 24 trades, spread across 6 business areas: textiles, metals, wood, leather, earth and plant-based materials. The expected number of winners at the end of December 2016 is 270.












Continuous Training in Handicrafts

With a view to improving the performance of craftsmen in the field of apprenticeship, the center set up skill-building sessions for 62 participants. These sessions focused on topics related to interpersonal communication techniques, behavioral approaches and the basics of coaching.

Also, as part of the implementation of the agreement signed on 11 December, 2015 between the Mohammed V Solidarity Foundation and the Ministry of Handicraft and Socio-Economic Solidarity, for the continued training of craftsmen, a first training program was implemented as follows:

Thème	Number of Participants	Number of Days/Group
 Sales Techniques	58	2
 Marketing Techniques	58	2
 Introduction to Internet	58	1
 Facebook	58	1
 YouTube  and WhatsApp	58	1
 The Marketplaces	58	1

In addition, under the aforementioned Convention, training activities benefiting 380 artisans in the technical, health and safety fields are currently being set up.

It should also be noted that this agreement concerns the three crafts training centers in Fez, Marrakesh and Salé. Its application aims at strengthening the activities of these centers in the fields of the continuous training of craftsmen, as well as the support of winning entrepreneurs with projects for the creation of income-generating activities.

Coaching Apprentices and Laureates

To support the integration of the laureates into the world of work, and to support the promoters of projects for the creation of very small businesses (TPE), the center organized the following initiatives:

- 8** job-finding workshops for **196 apprentices and laureates**
- 1** Adaptive training for a company that has demonstrated a need for recruitment in the field of modern leather goods.
- 13** laureates attended the training, of which **8** were hired.

The department in charge of monitoring the laureates, which is domiciled at the center and managed by an ANAPEC agent, pursuant to the decision of the Board of Directors on 19/11/2009, is also responsible for monitoring projects for the creation of VSBs, which are funded by the INDH. Within this framework, 24 projects were accompanied, of which 12 VSBs were created in the service, printing, advertising and computer development fields. 41 new jobs were thus generated.

To encourage the winners, an awards ceremony was organized for the 2015/2016 winners. This ceremony was chaired by the Minister of Handicraft and Socio-Economic Solidarity, accompanied by the Wali of the Fez-Meknes Region and by members of the Board of Directors of the Center in the City of Fez.

Among these award-winners,

- **FAOUZI Fatima Zahra** from the Traditional Leather Goods sector was selected as the winner in the Leather sector;
- **EL ATIK Zouhair** of the Wood Sculpture sector was awarded in the Wood sector;
- **RADI Mohammed** of the Ironworks Art sector won in the Metals sector.



Partnership Development

For the year 2016, the center signed the following partnership agreements:

- Partnership agreement with the Union of the Fez-Medina Associations for the training of 48 craftswomen in the fields of tapestry, traditional sewing, embroidery and initiation to computer sciences, with the aim of improving the capacity of craftswomen in the areas of marketing, and the creation of income-generating activities.
- Partnership agreement with the English Teaching Internship Initiative (ETII), the Sidi Mohammed Ben Abdellah University and the Regional Directorate of Handicraft of Fez, to provide free English courses for apprentices and craftsmen. The agreement was signed in December and the English courses are to start in January 2017.
- Partnership agreement with the Hadj M'Hammed Kadmiri Foundation, the GREF (Association of Educators without Frontiers) and the Regional Department of Handicrafts of Fez, to strengthen the capacities of the trainers, by organizing training sessions in the technical and transversal fields (health and safety, posture at work ...), after a prior diagnosis, which is being conducted with the aim of identifying needs and preparing the training plan.

Product Marketing

The tourist circuit into which the center was introduced has attracted a large number of foreign and national visitors to purchase the products of craftsmen and apprentices and to visit the training workshops - allowing them to get an idea of the methods used to produce these goods. The most popular products are brassware, pottery, modern/traditional leather goods and traditional weaving.

Encouraging Youth Creativity

The center has a Research and Innovation Support Unit, which provides apprentices in the center with training sessions on the concepts and techniques of creativity and innovation, computer-aided design (CAD), as well as product analysis and design.

Thus, 28 apprentices from the different trades available at the center received a total of 108 training hours in these fields. At the end of their curriculum, they are asked to individually present a product as part of the final examination.

TRAINING AND VOCATIONAL CENTER FOR CRAFTS TRADES - MARRAKESH

The Training and Vocational Training Center for Crafts Trades, which is a flagship center in the Southern Region, continues its commitments to promote Moroccan handicrafts and to integrate young people into the world of work, through training. Its residential and apprenticeship training system is an effective means to consolidate the principles, knowledge and skills of young people, with a view to creating a new generation of craftsmen capable of integrating the labor market and improving their standards of living. The 2016 roadmap was thus broken down into four main strategic axes deployed for young apprentices and craftsmen:

- Apprenticeship training for 400 young people from across the region ;
- Strengthening of managerial skills through training cycles for groups of craftsmen and mono-craftsmen in the various branches of crafts ;
- Continuous cooperative development ;
- Animation of the center and promotion of handicraft products.

Apprenticeship

In the course of the 2016 training year, the center's training program was broken down into three main areas:

- 1 Theoretical and practical training which has benefited 177 young people in 23 trades, among them: wood inlaying, musical instrument production, art ironwork, copperware, traditional zellige, tapestry, pottery-ceramics or leather goods;
- 2 The mentoring of young apprentices by craftsmen working outside the center, with the practical teaching provided within the center. 431 young people, including 132 girls, attended this program in 10 trades, including woodcarving and plaster, pottery, jewelry, traditional sewing...;

3 Apprenticeship training, which saw the enrollment of 563 young people in the first year in the wood, earth, metals, textile, leather and plant-based industries.

This graduating class saw a 35% enrollment increase in comparison with the 2015 activity, with a declining attrition rate, which went from 25% in 2015 to 13.67% in 2016. As such, the center has exceeded the targets as defined in the 2016 Roadmap.

Of these young apprentices, 72% (43% women) had their Professional Specialization Diploma (DSP) and 28% (3% women) obtained their Apprenticeship Vocational Certificate.

As for the young apprentices in the second year of training, the center hosted a group of 34 young people

The mentoring as well as the practical training of young apprentices was delivered by a workforce of 261 craftsmen or crafts-SMBs.

Continuous Training

As part of the center's action plan for 2016, a continuous education schedule for artisans is included. This program is of paramount importance because it allows, on one hand, the identification of craftsmen's real training needs, and on the other, the improvement of their performance and skills levels in the various sectors.

Several actions have been carried out for the benefit of artisans who have taken training sessions in the fields of communication techniques, individual coaching and commercial techniques.

184 craftsmen benefited from these sessions, through **18** training modules.

The center has also undertaken training and awareness-raising activities for craftsmen, apprentices and for the administrative and pedagogical staff. These activities focused on pedagogical and technical topics, including the apprenticeship training system, electrical safety, industrial maintenance and mechanical safety, and finally the job hunting process.

These sessions benefited **510** people.

Insertion of Laureates

The support and follow-up of the laureates' integration, which are among the main tasks that the center strives to further develop, are based on the partnership with external actors who are committed to the integration of young people into the socio-economic fabric. These partners, in particular the Social Development Agency and the National Agency for the Promotion of Employment and Skills, ensure the mentoring of project sponsors and the financing of the equipment necessary for the start-up of activities.

In line with the above, in 2016 the coaching of 57 young promoters of projects and the support in the creation of 4 economic activities related to crafts were made possible through these initiatives.

Animation and Partnerships

Open to its environment and eager to create its own dynamics by bringing added value in sharing skills and enriching the experience of young apprentices, the center has deployed a wide range of promotional activities.

The year 2016 was marked by the signing of partnership agreements as well as the organization of several events and visits, which put the center under the spotlight and allowed it to take part in major events, such as:

- The signing of a partnership agreement with the Hashemite Fund for the Development of the Jordanian Countryside ;
- The signing of a partnership agreement with the American Center in Marrakesh ;
- Visits by several foreign delegations including the Guinea Group of Craftsmen, the Design School of Rhodesia, the Spanish School of Architecture, American designers, a group of architects from the Gulf countries (Oman, Bahrain and Saudi Arabia) ;
- The participation of the Center, in collaboration with Shape, in the Innovation Camp event, a program for the creation and prototyping of projects with a strong social and environmental footprint, as part of the COP22 Marrakesh event.



TRAINING AND VOCATIONAL CENTER FOR CRAFTS TRADES - SALE

A regional platform dedicated to the promotion of handicrafts and to the socio-economic skill-based integration of young people, the Training and Vocational Center for Craft Trades in Salé continues its commitments, through the continuous improvement of apprenticeship training programs, the promotion of artisanal innovation and design, the strengthening of production capacity and the development of cooperation through partnerships.

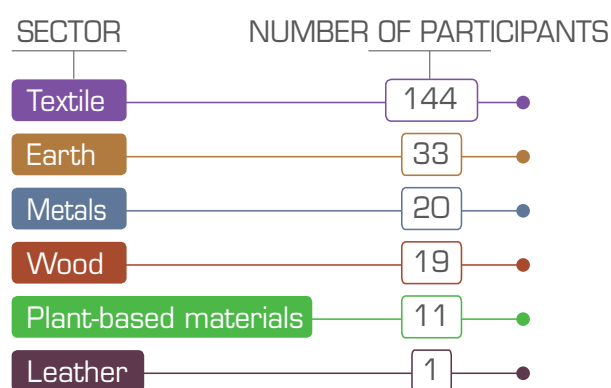
Today, the craft trades sector is considered one of the levers of socio-economic development in our country. It is at the heart of the strategic development axes, which aim to transition from a management administration to a development administration.

Initial Training

For the year 2016, the center registered 198 apprentices including 97 young girls, who registered in the branches of ironwork, pottery and wood carving.

The number of enrollments increased by 7% compared with the 2015 figures.

The breakdown of apprentices by sector is as follows:



Continuous Training for Craftsmen

The center has planned its annual training program for craftsmen, through several workshops and awareness conferences. It has benefited 500 artisans in several disciplines related to craft trades and management.

Insertion and Mentoring of the Laureates

As part of the joint program between the Mohammed V Solidarity Foundation and the GIZ German Cooperation Agency, which aims to support young laureates holding projects in the creation of economic activities, the center has implemented a mentoring entrepreneurial unit. This unit has thus taken the lead on 15 projects that are already in progress in the fields of tapestry, sewing, ironwork and traditional zellige, as well as 3 projects that will be implemented in the tapestry and sewing trades.

At the same time, the center monitored the 2015 laureates, 60% of whom entered the labor market as employees in companies involved in the tapestry and sewing craft trades.

Promotional Activities

Animation

2016 was marked by extracurricular activities for the center's apprentices, with the aim of diversifying their fields of knowledge and skills. External visits were organized as well as participation in various national fairs and regional awareness days. In total, 320 apprentices took part in these events.

International Relations

As part of the support to the craftsmen sector and the preservation of endangered trades, the center hosted several foreign delegations from Arab countries, the Netherlands and Japan, to name a few. These visits have provided an opportunity to share best practices in training and craftsmanship.





ANNUAL REPORT 2016



3, Arrissani, Hassan - Rabat - MAROC - P.o.Box 4253, Rabat
Phone : +212 (0)5 37 26 36 37/38 • Fax : +212 (0)5 37 26 36 39
Website : www.fm5.ma • e-mail : solidarite@fm5.ma