

# ANNUAL REPORT 2017







15 March 2017,  
His Majesty King Mohammed VI may God be  
with Him, inaugurated Le Marché Solidaire at  
Casablanca

“As part of its resolute, humanist and universalist approach, my country has placed Moroccan youth and women at the heart of the overall development issue.

Major efforts have been made to ensure their access to the various services and benefits to which they are entitled, and which should not only give them a sense of empowerment, but also enable them to play an active part in the development of their society.

Enhancing guarantees of their freedom and of respect for their rights has been an inherent feature of our approach. Indeed, no social advancement is possible without personal fulfilment. I know, in this respect, that we can rely on our active civil society, which is doing a superb job to support and help improve public policy in various sectors.”

Extract from the message addressed by His Majesty King Mohammed VI, may God be with Him, to the 15th Francophonie Summit held in Dakar  
30 November 2014





الحملة الوطنية للتضامن 2017 - الدار البيضاء - CAMPAGNE NATIONALE DE SOLIDARITE 2017 - CASABLANCA



Strong shared values, forming the backbone of commitments and actions of the Foundation Mohammed V for Solidarity.



- ◆ SOLIDARITY
- ◆ INNOVATION
- ◆ MOBILIZATION
- ◆ TRANSPARENCY & ETHIC



# SUMMARY

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# Editorial

Under the guidance of His Majesty King Mohammed VI, may God be with Him, the Foundation Mohammed V for Solidarity continues its commitment for the common interest, by acting for the benefit of deprived and persons in vulnerable situation...

Children's education, access to health by targeting the largest number of people as possible, women's empowerment, youth training, economic integration of poor segments, all together explain the several priorities facing a serious challenge which is the human, social and cultural development of Morocco.

The human capital and its future are amongst the Foundation's concerns.

In all fields, it is the anticipation, consultation and the conceptualization of innovative and adapted responses to changing needs of targeted populations, besides the national socioeconomic context which has been characterizing the Foundation's intervention during its 19 years of solidarity. Not to mention the direct medico-humanitarian mobilization, which the Foundation conducts every year to populations requiring emergency assistance or a support and typical support.

This was possible to achieve thanks to collective efforts combined with the generosity of its all donors, particularly to the members of its board of directors and its permanent support committee, who ensure the breathing life of its programs and allowing the emergence of innovative

projects which stand as an example and encouraging everyone who is committed to participate and act for the common good of the society.

The year 2017 was particularly marked by an impetus for innovation, driven by the launch of new projects and the implementation of programs that have evolved into a new stage of intervention.

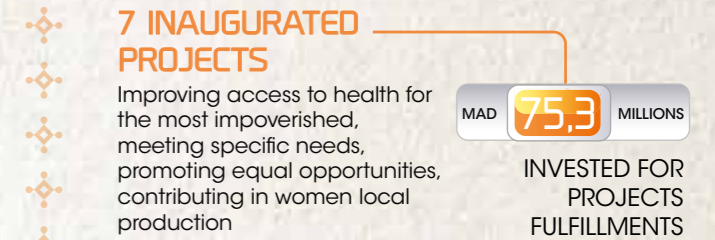
The solidarity Market stands as a physical platform for equitable business and the first ever in Morocco, it demonstrates the success of the solidarity chain set up for women's initiatives in local production. A solidarity chain that was initiated in 2000 forms a part of the sustainable development program by supporting income-generating activities.

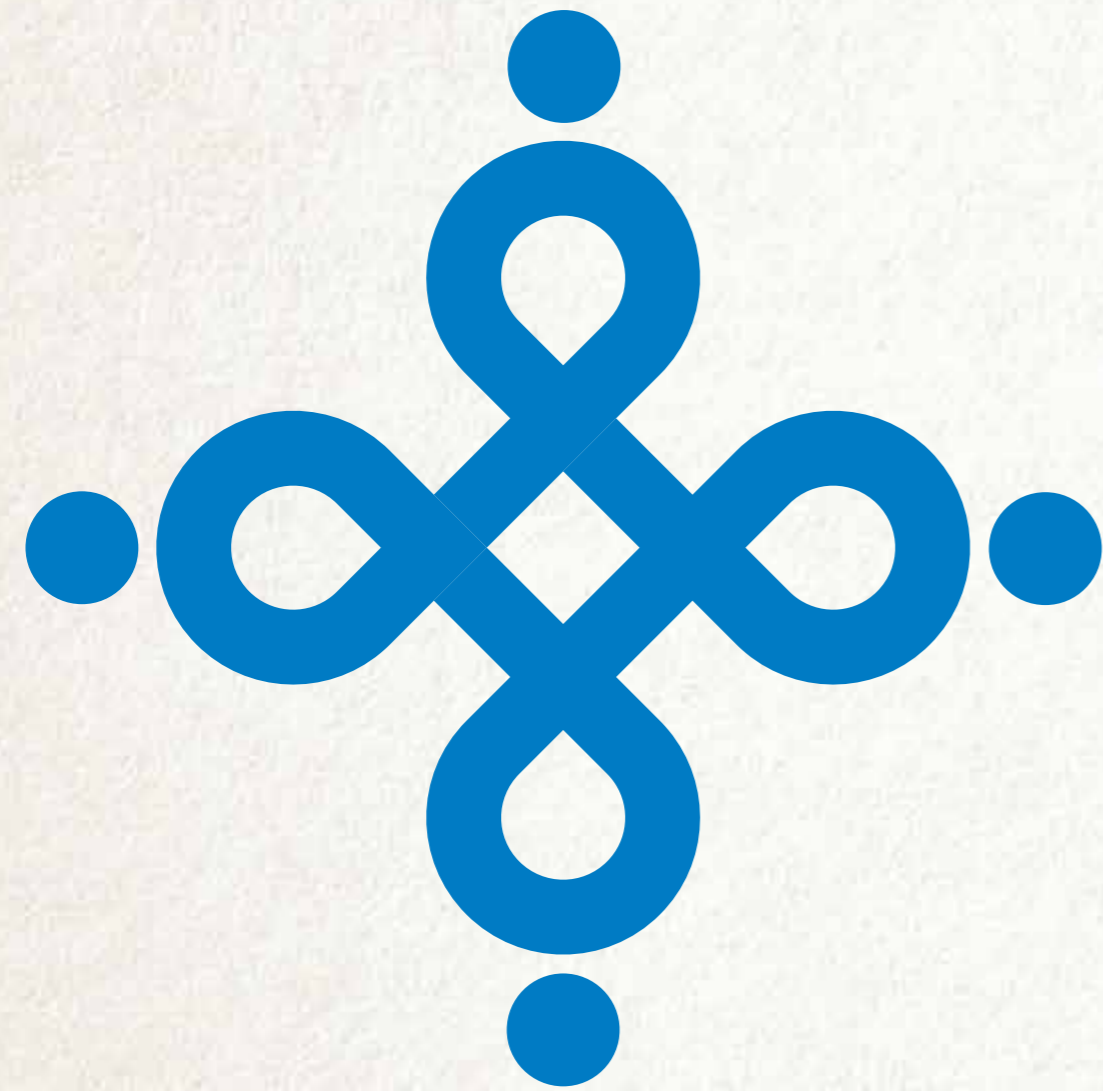
Similarly, the new specialized medical structures, inaugurated by the Sovereign, are evidences of the priority given to the establishment of original health responses, in support of penniless populations and people with specific needs. It concerns the day shelter of Alzheimer's patients in Rabat, the psycho-social medical centers, rehabilitation and functional centers in Casablanca, Bouknadel's primary health care center. Other projects of the same nature have also been launched by the Sovereign (the Regional Center of oral health Hay Nahda in Rabat or Community medical centers- Foundation Mohammed V for Solidarity, a new generation of semi hospital). They will enrich the new medical supply platform that the foundation has presented since three years, in partnership with the Ministry of Health.



In 2017, the implementation of the Integration Program by the Economic Activity has given a new impetus to the different mechanisms for promoting entrepreneurship. Of National appeal, it is intended to finance, support and assist projects promoters of modest situation in an accelerated and supervised process. By building on local dynamics, it has enabled the creation and the participation in the development of 347 initiatives, most of which are carried out by young people. Young people remain a primordial target for the Foundation. As promoting the potential of young capital today means building the world of tomorrow. The Foundation continues to make efforts by promoting equal opportunities in terms of education, training integration by employment. New projects have been lunched in this respect, and strengthen the efforts made over many years.

Finally, throughout the year, the Foundation activated its major humanitarian and medical operations, with the same promise of mutual aid, listening, assistance and support provided. Cold Weather, campaigns to access health care, distribution of food support during the Month of Ramadan, the Operation Merhaba to receive Moroccans residing abroad, all means and services are mobilized so to make the action be effective and serve a wider audience.





THE YEAR 2017  
in motions



# January

Laying the first stone of Primary Health Care Center and of an Addictology Center - Marrakech

10 January



Local community Outreach Medical Campaign- Extreme Cold Operation - Province of Midelt  
From 5 January to 8 January



Extreme Cold Operation- Azilal, Ifrane, El Haouz, Khenifra, Midelt and Taza Campaigns  
From 22 to 31 January



# February

Extreme Cold Operation- Tinghir & Taza Campaign  
From 10 to 12 February

# March



The 19<sup>th</sup> edition of National Solidarity Campaign

From 15 to 25 March



السوق التضامني  
LE MARCHÉ SOLIDAIRE

Inauguration of «Le Marché Solidaire» - Oasis Casablanca. 15 March



Donations by the Sovereign to 15 projects carriers and 5 partner associations



# March

Laying the first stone of Psycho-Social Rehabilitation Center in UHC Ibn Rochd-Casablanca  
18 March



# May

Local Community Outreach Medical Campaign- Province of Tan Tan  
From 9 to 11 May



Operation Ramadan 1438 for Nutritional Support-Fez  
From 27 May to 10 June

Laying the first stone of the Professional Training Center in Hospitality and Tourism Centers Casablanca.  
21 March



Laying the first stone of two local community outreach medical centers - Foundation Mohammed V for Solidarity - Temara & Rabat  
24 March



Inauguration of Addictology Center- Fez. 27 May



Inauguration of the Alzheimer's Day Hospitality Center-Rabat. 28 May



# May



Laying the first stone of Regional Center of Oral Care and Training Center in Social and Educational Functions in Rabat, as well as that of the Multidisciplinary Professional Training Center in Skhirat.  
30 May

Inauguration of Functional Physiotherapy and Rehabilitation Center of Ain Chock-Casablanca  
31 May



Start of Ramadan 1438 Special medical campaign. From 31 May to 22 June

# June



Inauguration of Social Psycho Medical Center of Moulay Rachid - Casablanca.  
2 June



Launching of Marhaba Operation for Moroccan residing abroad Hospitality  
From 31 May to 22 June



Inauguration of primary treatment Center of Sidi Othmane. 6 June

Laying the first stone for the construction of Women and Youth Integration and Training Center and Social Psycho-medical Center-Tit Mellil  
8 June



# September



Organization of interventional medical campaign in Azilal  
From 14 to 17 September

# December

Launching of Primary Treatment Center of Bouknadel-Sale  
5 December

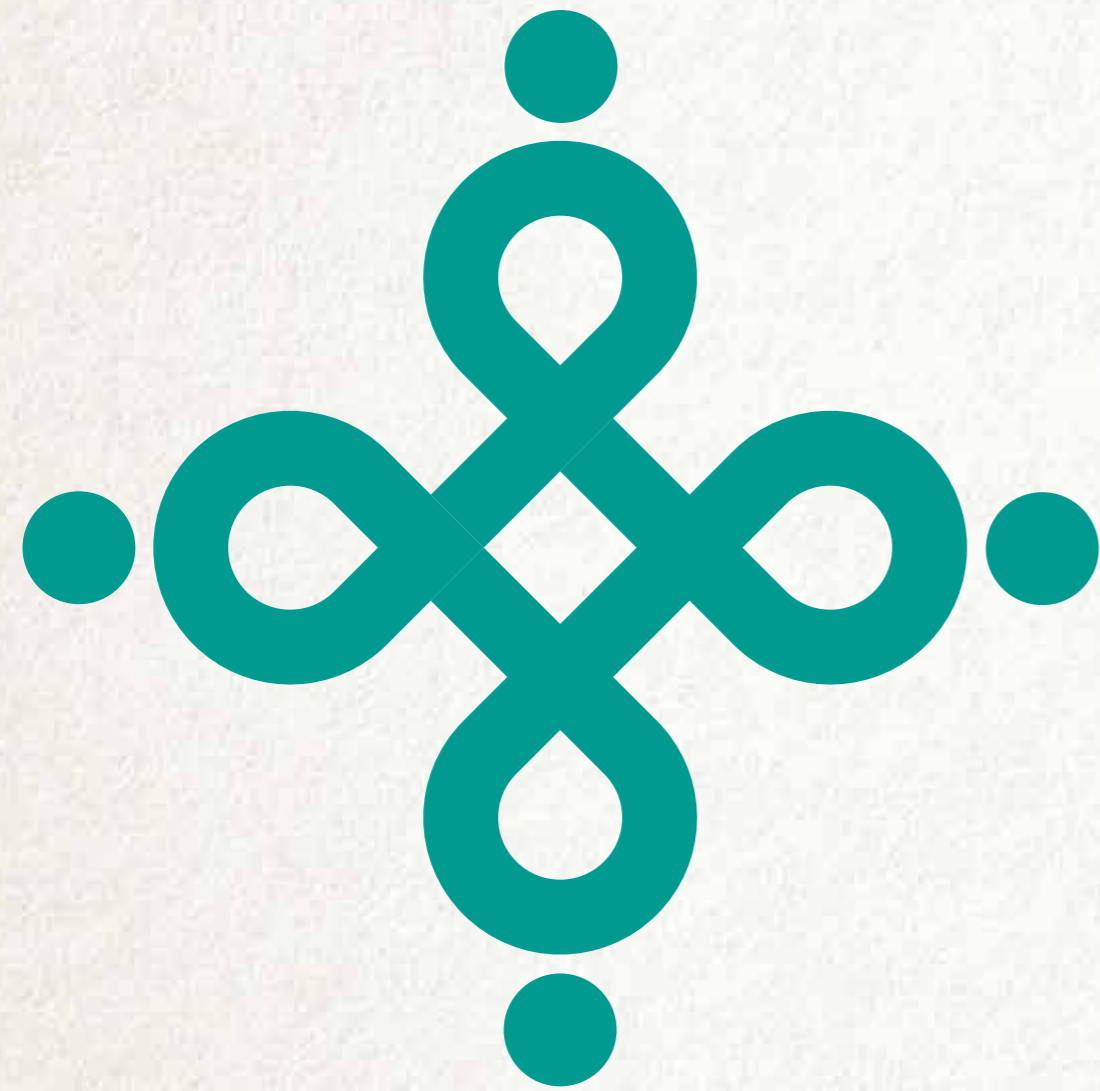


# November



Organization of Multidisciplinary Medical Campaign- Orient Region  
From 20 to 25 november





# Highlights & Key figures



# Highlights & Key figures



## COMMUNICATION CAMPAIGNS THE 19<sup>th</sup> EDITION OF NATIONAL SOLIDARITY CAMPAIGN

A strong time marked by  
citizen's spirit of generosity



In an attempt to invite Moroccans for Solidarity act which characterizes the Foundation's missions, His Majesty, King Mohammed VI, may God be with Him, has give priority to spontaneous and public participation. This has been translated to a National Campaign of Solidarity, an event with general interest established since the creation of the Foundation.

Under the Chairmanship of the Sovereign, the National Campaign for Solidarity aims to raise funds for social projects financing and Action plans implementation, which have constantly evolved to better meet the needs of targeted populaces.

The Mohammed V Foundation for Solidarity assigns, in order of importance, these resources to projects managed by associations or directly to peoples, including the poor and the fringes of the populations in precarious situation. It is also aimed at the funding of the development and/

or the equipments of different centers it initiates in the fields of health and the socio-education and professional integration of priority target populations (youth, children, women, persons with special needs), as well as for the implementation of programs of sustainable development and humanitarian and medical major operations which are annually activated.

The call for donations presents hence a privileged opportunity for all Moroccans to renew their ties of citizenship, mutual aid and generosity values through their voluntary participation in actions and development projects of the Foundation, those already achieved and others to come. This contribution can be also made through the participation of donators, the Administration Council Members and the Foundation's permanent support comity members.

This 19<sup>th</sup> edition was another time marked by the adherence and mobilization of Moroccan citizens as well as donors in support of the fringes of the most vulnerable population.



International Support of the National Campaign for Solidarity 2017- the French Singer of Congolese origin, Maitre Gims, wearing 2017 Campaign Badge

## THEME 2017

### Supporting women's cooperatives for social and sustainable solidarity production.

The National Campaign for Solidarity 2017 was planned under the theme "Supporting Women's Cooperatives for Social and Sustainable Solidarity Production".

This theme had an echo as a challenge for the promotion and valuing of initiatives of actors of social and solidarity economy (SSE), particularly production activities started by women in precarious situation in sectors of artisanal and local products.

The support and the follow up of these economic activities allowed many women to have their future in their hands, and to get rid of extreme precarious situations, in addition to insuring a minimum income generated from local business. Moreover, some initiatives manage and export their know-how. Yet, most of them continue to suffer from market opportunities lack and face limited development opportunities.



**A new project is born, under the direct pulse of His Majesty King Mohammed VI, may God be with Him... Le Marché Solidaire.**

A fair business space of 2400 m2, dedicated to direct selling of more than 5000 local and artisanal products, the outcome of feminine cooperatives from all the regions of Morocco, located in the heart of Casablanca.

The National Solidarity Campaign was an opportunity to raise awareness amongst the mainstream and different economic stakeholders about the serious challenge of promoting women work and cooperatives as a standing model of social economic development and integration. The Campaign did as well contribute in making Le Marché Solidaire known, and in encouraging Moroccan citizens to discover a new and a large offer of local products.



"Feminine driving forces", this was the theme of the communication campaign launched in this occasion; a tribute was made local women's hard work and perseverance for their determination to take up the challenges of financial self-management.

It was carried out under a apparatus around an institutional film, a radio message and 3 visual and a film of 9 minutes. The same principle narrative was employed. It is based on the authenticity of situations.

The institutional film is made with the purpose of discovering the evolution of an argan cooperative through the eyes of its members namely women. Women living the same daily life, working together and living in hard conditions due to lack of means. Yet, they also keep hope for a better life, made possible thanks to the support and follow up of the Foundation.

In the same way, the capsules feature initiatives of cooperatives and economic activities carried out by women. Volunteer and brave women interested by bringing positive change.



**Ghita, Tafaout association of rural women for Tazenakht carpets making, Tazenakht village, Region of Souss-Massa-Draa**

In this cooperative sponsored by the Foundation, under the leadership of Ghita, women make these typical and ancestral carpets. They manage the overall manufacturing chain, from the collection of wool, which is spun with cattails, the color and weaving which is made on the frames. For Ghita weaving the Tazenakht carpet goes beyond insuring a source of income, it is considered for her a real art. The different motives on the carpets reflect her everyday life, regardless if they are geometric, abstract or representative. The Foundation has been monitoring them in women training and qualification center of Tazenakht. It contributed to the creation of their activity through the construction of their cooperatives premises and offered them the necessary funding for the implementation of their unit. They are now together instead of being isolated, it is indeed true that these hard-working and autonomous women became managers nevertheless; they remained artists in the soul.



**Hanane Lacheeb, Economic Interest Group (EIG) of Rif Women, Province of Ouezzane.**

Eight cooperatives entirely feminine since 2006 for Olive Oil production, united within the EIG chaired by this woman. One who is motivated by the will of entrepreneurship and success. A project centered on sustainable development of women entrepreneurship is the result of the awareness of the existing of a potential that needs to valorize. Overcoming Literacy, empowering skills and technical support all these assets helped in the raising of this capital. Equipment funding by the Foundation contributed in shaping another dimension of their oil production activity. These hard-working women forming just 328 are today proud to receive the National Trophy in 2013 as the best bio olive oil fabric. It is worth mentioning that olive oil with of high quality allowed them to vigorously integrate a sector which is limited to men.



**Amal El Alami, Al Yasamine Beekeeping Cooperative, Province of Sefrou**

For this beekeeper, harvesting is not just a job but it is considered a hobby, an accomplishment and a source of personal fulfillment. The Cooperative Al Yasmine was created in 2012 in the Province of Sefrou, this region is known by natural rich resources. Thanks to a training support provided by the Foundation, this cooperative's women were able to develop their activity. They succeed in improving their production and the quality of their products as well. The fact of being united in the cooperative has also allowed them to have a new way of seeing life surrounding them and to let the spirit of solidarity grow between them.

## 18<sup>th</sup> EDITION OF MARHABA CAMPAIGN

### Strengthening unbreakable ties with moroccan community living abroad

A new communication Campaign has been developed for the expedition of the 18th edition of Marhaba Operation. It lies on the same dimension of communication with two levels, institutional and thematic

An Institutional film produced in this context was projecting the unbreakable tie between the mother land and its children, namely the Moroccan Community living abroad. In a figurative way, it was based on the unconditional motherhood love between the mother and her children; it was equally projected on this inseparable love and the love of the land mother to its children, a mother which is proud of the achievements of her children wherever they exist.

The thematic film, dedicated to the Hospitality of Marhaba, illustrated the services and works made available to members of the Community by the different stakeholders of the operation Marhaba. It particularly shows that Moroccan residing abroad is at the very center of all preoccupations, from one hospitality gate to another.

This approach is visually translated by moving mechanisms which are connected, depending to reception sites. Any family is at the center of the action and the entire ecosystem of Marhaba ecosystem created for it.

“You are at the center of our care”



## A NEW VERSION OF MARHABA APPLICATION AND A DEDICATED WEBSITE, FOR MORE CLOSENESS

The Marhaba mobile application, launched in 2016 is made available for a free download in six languages, and it has been updated in an advanced version. The development consisted in improving of the features already existing (design, agronomics and localization, as well as the introduction to new functions that further boost interactivity. It concerns online assistance provided by the Central Coordination Office, as well as an animation module designed for sharing pictures of travel between the country of residence and Morocco.

A new tool was created for this 18th edition, the website takes on the features of the new version of mobile application. It was designed in a design and with an ergonomics adapted to the web, incorporating the responsive design. The new tool is available in six familiar language versions (Arabic, French, Spanish, Italian, Dutch and German) This development had the purpose to expand the range of available tools and services to the community (printed guide, posters, consultancy service and mobile application) regardless of the spot of contact, either physical or virtual.

[www.marhaba.fm5.ma](http://www.marhaba.fm5.ma)



**LES 10 NEWS**

**FONDATION MOHAMMED V POUR LA SOLIDARITÉ LE CŒUR BATTANT DES DÉMUNIS !**

08

Depuis toujours, la fondation fait preuve d'un engagement social durable pour l'inclusion des plus démunis. Tour d'horizon de la Fondation Mohammed V.

**AL BAYANE ACTUALITÉ**

3

**Marhaba, une opération tentaculaire à la portée minimalisée**

Il ne s'agit pas en soi d'une opération qui ne vise pas à soulager les personnes souffrant de la maladie d'Alzheimer. L'opération « Marhaba » en fait partie, car elle vise à leur offrir une aide matérielle, une campagne de sensibilisation, un soutien moral et un accompagnement pour soulager le dévotement aux MRE. Pour tout cela, la Fondation Mohammed V pour la Solidarité a investi plus de 1000 millions de dirhams pour assister à l'inauguration et réaliser les opérations de distribution.

**UN NOUVEAU CENTRE SOCIAL SOLIDARITAIRE FONDATION MOHAMMED V POUR LA SOLIDARITÉ**

1300000

**L'ECONOMISTE.com**

**ANALYSE**

**Fondation Mohammed V: Un modèle économique qui réinvente le social**

Par Azoua EL AYYAS | Edition N°:S039 Le 06/06/2017 | Partager

Nouveau concept de projet... les nouveaux périmètres

**MEDI 1 TV**

**فيديو.. تجربة ناجحة للتكوين في مجال إنشاء المقاولات الصغرى**

الخبر برؤية جديدة

التكوين في مجال إنشاء المقاولات الصغرى

Realisé par la Fondation Mohammed V pour la solidarité pour un investissement global de 9 millions de dirhams

**Le Souverain inaugure à Rabat un Centre d'accueil de jour des malades atteints d'Alzheimer**

مركز الإستقبال اليومي لمرضى الزهايمر  
**CENTRE D'ACCUEIL DE JOUR DES MALADES D'ALZHEIMER**

Sa Majesté le Roi Mohammed VI a procédé, dimanche au quartier Marhaba à Rabat, à l'inauguration d'un Centre d'accueil de jour des malades atteints d'Alzheimer, réalisé par la Fondation Mohammed V pour la Solidarité pour un investissement global de 9 millions de dirhams. Cette première au niveau du Royaume illustre la politique sociale de proximité prônée par le Souverain.

**2,4 مليون مستفيد من قفة رمضان**

أكدت سناء درويش، مسؤولة قفص الإنساني والتنمية المؤسسية بمؤسسة محمد الخامس للتضامن، أن حوالي 2,4 مليون شخص سيشهدون من عملية الدعم الغذائي رمضان هذه السنة التي تنظمها مؤسسة محمد الخامس للتضامن، 473 ألفا و 900 أسرة، منها 138 ألف أسرة بالوسط القروي، وذلك عبر مختلف جهات المملكة.

وكان الملك محمد السادس قد أعطى يوم السبت 3 فارق 1438، الذي تخلقه الدعوة الغذائية للتضامن بمناسبة شهر رمضان لهذا العام، في إطار أن الإسراع في عملية الأجر الاجتماعي، وتتمتعهم مساهمات اجتماعيات، وموظفو

**Aujourd'hui L'ACTU SOCIÉTÉ**

22

**Campagne nationale de solidarité : Plus de 191 millions de dirhams collectés**

La Fondation Mohammed V pour la solidarité vient de dresser le bilan de la dernière campagne nationale de solidarité. Cette opération a permis de collecter 191,22 millions de dirhams. Un montant en hausse par comparaison à la campagne précédente qui avait permis de drainer 187,04 millions de dirhams, soit 4,18 millions de dirhams de plus. Dans le détail, la Fondation précise que les contributions des membres du conseil d'administration de la Fondation et de son comité de soutien ont atteint 138,19 millions Dirhams. Celles-ci constituent ainsi la principale source de financement. Quant aux contributions directes dans les provinces...

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**MEDI 1 TV**

**الحملة الوطنية للتضامن.. موعد سنوي هام يؤكد الإرادة الملكية السامية لارتخاخ روح التضامن والتأزر بين المغاربة**

الخبر برؤية جديدة

مؤسسة محمد الخامس للتضامن

à financer des projets de formation, de qualification et d'insertion socioprofessionnelle des populations cibles (jeunes, femmes, personnes à besoins spécifiques), des opérations d'accueil des Marocains résidents à l'étranger «Marhaba» et de soutien alimentaire aux personnes démunies durant le mois sacré de Ramadan. Il a été enregistré pour leur part 14,38 millions de dirhams. Quant aux dons en nature, ils se sont élevés à 15,77 millions de dirhams.



KEY FIGURES – ON DECEMBER 31, 2017

ACHIEVED PROJECTS AND PROGRAMS  
Since the creation of the foundation

5.865 MAD Billion  
TOTAL RESULTS OF COMMITMENTS  
ON DECEMBER 31, 2017

442  
Social center in favor of children, old people, and with disability condition, women, girls and youth

737  
Projects and programs of sustainable development and assistance in the creation of economic activities

150  
Training programs and 61 engineering projects in favor of associations

93  
Actions and programs of humanitarian action in Morocco and at the international level, in which :

- The 19<sup>th</sup> edition of Ramadan Distribution Action.
- The 18<sup>th</sup> edition of action plan of Marhaba Operation to receive Moroccan community living abroad

54  
Dispensaries, hospitals and medical-social structures are built

58  
regional and provincial hospitals outfitted

890  
Medical assistance operation in rural and outlying suburbs

6.4 Million People  
BENEFICIARY WORKFORCE  
BY 2017

39935  
Young people were accepted to pursue programs of training and vocational qualification centers.

14598  
Young girls and students were hosted in houses and campus.

125226  
Child and youth assistance in educational, cultural and sport life.

16788  
Women benefited from socio-educational and training centers services.

159863  
Persons benefited from sustainable development programs (income-generative activities, microcredit, crafts assistance, rural lodging, women cooperatives, drinking water supply, electricity...)

968579  
Underprivileged living in rural and semi-urban areas benefited from solidarity medical caravans actions.

65423  
Persons with disability condition (youth and adults) were assisted during 2017 in specialized centers National network of CNMH.

62777  
Persons benefited from medical centers services during the financial year 2017.

More than 2.4  
Million persons (widows, old people, handicaps...) received alimentary support during the holy month of Ramadan and during Extreme Cold Operations

More than 2.7  
Million Moroccan living abroad were hosted and benefited from hospitality services, in which 95.152 persons were assisted for medical health care and for administrative order issues, either transport, or bodies' repatriation.



# Highlights and Key Figures



## PROJECTS INAUGURATED BY HIS MAJESTY MOHAMMED VI, MAY GOD BE WITH HIM

DATE	PROVINCE	PROJECT	LOCATION	COST in million	PARTNERS
15 March	Casablanca	Le Marché Solidaire	Oasis District	16,5	
1st Ramadan 1438 27 Mai	Fes	Addictology Center	Doukkarate District	5,5	Ministry of the Interior Ministry of Health Regional Section - RDR Association
2 Ramadan 1438 28 May	Rabat	Alzheimer's Day Hospitality Center	Nahda District	9	Ministry of Health Prefectoral Council of Rabat Maroc Alzheimer Association
5 Ramadan 1438 31 May	Casablanca	Functional Readjustment and Rehabilitation Center	Ain Chock District	9	Ministry of Health Regional Council of Casablanca- Settat Prefectoral Council of Casablanca National Initiative for Human Development Sponsor
7 Ramadan 1438 2 June	Casablanca	Psycho Social Medical Center	Moulay Rachid District	7	Ministry of Health National Initiative for Human Development Regional Council of Casablanca- Settat Prefectoral Council of Casablanca Mental Health AFAK Association
10 Ramadan 1438 6 June	Casablanca	Primary Medical Treatment Center	Sidi Othmane District	11	Ministry of Health
5 December	Sale	Primary Medical Treatment Center	Sidi Bouknadel	16	Ministry of Health



## PROJECT LAUNCHED BY HIS MAJESTY KING MOHAMMED VI, MAY GOD BE WITH HIM

DATE	PROVINCE	PROJECT	LOCATION	COST in million	PARTNERS
10 January	Marrakech	Primary Medical Treatment Center	El Mellah District Ancienne Médina	8	Ministry of Health
		Addictology Center		4	Ministry of Health Specialized local Association
18 March	Casablanca	Psycho Social Rehabilitation Center	CHU Ibn Rochd	14	Regional Council of Casablanca-Settat Prefectoral Council of Casablanca Psychiatry Department of CHU Ibn Rochd Specialized local Association
21 March		Professional Training Center in Hospitality and Tourism	El Hank District	30	Office for Vocational Training and Labor Promotion
24 March	Temara	Community Medical Center - Foundation Mohammed V for Solidarity	Hay Nahda District	37	Ministry of Health Prefectoral Council of de Skhirat-Temara
	Rabat	Community Medical Center - Foundation Mohammed V for Solidarity	El Youssoufia District	37	Ministry of Health Regional Council of Rabat-Sale-Kenitra Prefectoral Council of Rabat
4 Ramadan 1438 30 May	Rabat	Oral Dental Care Regional Center	El Massira District - Arrondissement Yaacoub El Mansour	16	Ministry of Health Regional Council of Rabat-Sale-Kenitra
		Vocational Training Center in Social and Educational Professions	Quartier El Kheir - Yaacoub Al Mansour	6	Prefectoral Council of Rabat Office for Vocational Training and Labor Promotion Moroccan Foundation for Preschool Education Promotion
	Skhirat	Multidisciplinary Vocational Training Center	El Kheir District - Yaacoub Al Mansour Ain Al Hayat - Skhirat Downtown	8	Office for Vocational Training and Labor Promotion
8 June	Mediouna	Training and Integration of Women and Youth Center	Tit Mellil	8	Provincial Council of Mediouna Office for Vocational Training and Labor Promotion Local Association
		Psycho Medical Center		7	Ministry of Health National Initiative for Human Development Regional Council of Casablanca-Settat Provincial Council of Mediouna Specialized local Association



For a better  
social-educational  
integration of most  
disadvantaged





## For a better social-educational integration of most disadvantaged

Promoting access to education,

Striving to offer better learning environments and flourishing conditions

Offering an appropriate assistance and taking in kindergartens, students campus, households and spaces for youth as well women integration centers

**In order that everyone enjoys his place and be fully and actively integrated in society...**

The Foundation Mohammed V for Solidarity has been always working and insuring that all implemented mechanisms continue on fulfilling their missions and that through creating conditions for a fair and equitable society. The Foundation insures its support

and assistantship through strengthening social existing services and departments. And it extends its intervention through new solidarity projects, and carries out targeted actions in response to pressing local needs.

3 609

**CHILD**  
hosted in small, medium and big section Kindergartens

5 423

**YOUTH** Embedded in educational structures and Socio-educational centers

10 576

**WOMEN** benefited from skills building programs

## PROMOTING WOMEN CAPITAL

❖ Women and Youth Training and Integration center, Tit Mellil



strengthening women and young girls' skills through having access to various social and professional integration tools and means. This includes also the school and education integration of beneficiaries' children or those heading from the immediate center surrounding.

This large-scale project (3640 m2) will house vocational training center, where different fundamental apprenticeship courses will be taught (cooking, baking, aesthetics, decorative painting, etc.) and service professions (IT, businesses management and accounting, sales agents...). Trainings that are in accordance with the local work market needs, and which will help beneficiaries to develop income-generative activities.

The management of this hub will be insured by the Office of Vocational Training and Work promotion.

The project will similarly include a school and extracurricular activities hub, comprising preschool education (small, medium and big grades), educational assistance and learning of foreign languages as well as dedicated space for activities ( games and omnisport lot), the objective is to offer a full socio-educational and sport assistance for younger segments. The hub will be managed by a local association.

This project stands as the first of its kind, it is launched by the Foundation in the Community of Tit Mellil to respond to the social needs in an area created almost twenty-three years ago, and which knew an urban development and a strong population growth. All of which led to serious socio-economic marginalization problems, and significant social needs to be met, especially among disadvantaged and sensitive populations which include women, young children and youth.

The Constant Royal Solicitude directed to these fringes of the society, the bedrock of social development, was again translated into the implementation of project responding to the demands of these populations.

On June 8, His Majesty King Mohammed VI, May God Be with him proceeded to launching or construction works of women and youth training and integration center in Tit Mellil. The said project is aimed at

Project Cost: MAD 8 Million

Partners :  
Provincial Council of Médiouna  
Office of Vocational Training and Labor Promotion  
Local Association

## PROMOTION OF EDUCATION

### ❖ National Program for Youth households' equipments renovation



Since the start-up of its activities, the Foundation strongly got mobile to support education, in this regard and under the directives of His Majesty, King Mohammed VI, may God be with Him, the Foundation launched the program of "Dar Taliba" or "Student's household": an unprecedented project aimed at implementing hosting premises in outlying suburbs to accommodate students; an effective approach to overcome school dropouts of young girls heading from rural areas. This program was implemented in 2001, with the opening of first Dar Taliba in Khmiss Zmamra, in which a local association was entrusted its management. Since then, the program has been developing and expanding to encapsulate also boys and children of nomadic tribes (communitarian schools), as well as supporting youth to undertake their high school, college and university studies in cities by opening them new ways to new horizons.

Currently, the households network in rural and urban area counts 75 units. A study based on the existing network figured out the need to upgrade and layout new structures, therefore, the Foundation planned a new program of equipment renovation and renewal to guarantee good accommodation, lodging and education conditions to youth in campus. This concerns the material of the accommodation spaces (bedding, blankets and furniture), mess rooms (ovens, chairs and tables) as well as the supply of new computers.

Its implementation is expected for two years of work, including the 2017-2018 financial year. With respect of first implementation stage, 22 young girls and boys' households were targeted. They are distributed on the 12 regions of Ain Louh, Al Haouz, Al Hoceima, Azilal, El Jadida, Essaouira, Safi, Sefrou, Taounate, Tinghir, Ouarzazate and Zagora.

Project Cost: MAD 4 Million

### ❖ Expansion of young girls Household in Targuist- Al Hoceima

Created in 2010 by the Foundation, the Targuist household hosts young middle school students heading from rural areas, living 30km away from the city. It has been facing strong hospitality demand since 2014, for a maximum capacity of 72 places. Indeed, its central location in Targuist and being near Hassan II College makes it an ideal choice that reassures the families of young girls to let their girls integrate schools.

The expansion project was programmed and crated by the Foundation in 2015 under Royal Directives. The latter was subject of two construction stages: the first physique expansion, followed by joint between old and new units. The new structure in its two components, benefited from a full outfitting, with the implementation of new equipments and spaces appropriate for persons with disability condition, in order to offer a socio-educative frame that favors young girls development.

In its new outlook, the household has the capacity to host **150 roomers**, and it is opened for the school year 2017-2018.



Project Cost: MAD 3 Million

### ❖ Outfitting of Ibn Zohr School-Fes

The Foundation, through its local assistance, needs support when they meet the criterion of common interest. In particular, projects that are geared towards children in schools and that promote the reduction of the digital divide.

This year, the Foundation has supported the Ibn Zohr School, located in a popular neighborhood, which hosts children from poor families. This support focused on the

conversion of a room into a space dedicated to computer learning and team work. The aim of this solidarity action is to enable young schoolchildren to become familiar with new technologies and to integrate them as a tool of knowledge and social interaction.

The Foundation thus funded the restructuring of the hall and its furniture and computer equipment for **an investment of MAD 120.000.000.**



# Valorization Of the young human capital



# Valorization of the young human capital

Preparing youth to overcome future challenges,  
 Offering them technical and professional techniques meeting the needs of job market,  
 Contributing to their social and economic integration,  
**Tomorrow, they become the carrier of change and sustainable development in morocco...**

*"Youth of Morocco, you are the wealth of the nation"* declared His Majesty King Mohammed VI, may God be with Him in his speech of 20 August 2012, by reinforcing the essential role of Moroccan youth as a key factor of development. In this direction, Foundation Mohammed V for Solidarity continues its commitment in towards this primary target population: enabling youth which lacking qualification achieve their future, equipping them with tools and guiding them in their professional project. Inclusion through multidisciplinary

and specialized training remain the primary lever of action, adopted by the Foundation in favor of disadvantaged youth in its programs of support aimed at access to employment. Additionally to projects that are being implemented by the Foundation, New centers have been launched during the year 2017. The enrich the offer of existing training structures in some cities, reach new regions and introduce new promising sectors, particularly in the field of early childhood education.

**32 802**

**YOUNG people** pursued their vocational training and learning course in different multidisciplinary center and in specialized qualification centers under the auspices of the foundation.

## Professional Training Center in Hospitality and Tourism

This new structure, of which His Majesty King Mohammed VI, may God be with Him, launched constructions works on March 21, will strengthen the offer of the ten training centers currently operational in the city of Casablanca.

It will also open up new opportunities for youth, by offering them access to new training courses in fields like tourism, hotels, which have not been covered so far. The Center was indeed planned in light of the economical dynamics the metropolis is witnessing thanks to plan development of Greater Casablanca as well as to various implemented tourist projects construction works.

With an annual capacity of 1340 teaching places, the new multidisciplinary center in hotel and tourism professions will guarantee diploma training in more than 11 professions to the trainees. This notably covers hotel management, travel agency management, hotel maintenance, restaurant, bakery, Moroccan gastronomy services.



The center will be built on a plot of 8,860 m2 and accommodate an educational hotel, a catering pavilion (kitchen, restaurant and fitness room), classrooms, Technology information, foreign language teaching and administrative outbuildings and meeting rooms. And in order to facilitate the training enrollment especially for young (girls and boys) coming from disadvantaged or farther areas of the city of Casablanca, an internship with a capacity of 96 beds is planned.

Its construction is planned for a period of 24 months. In what comes to its management and technical supervision of young trainees, the Office of Vocational Training and Labor Promotion will be in charge of.

Project Cost: **MAD 30 Million**

Partner:  
 Office of Vocation Training and Labor Promotion





## Valorization of the young human capital

### ❖ Training Center in Social and Educational Professions Yacoub Al Mansour-Rabat



The first of its kind, this new project supported by the Foundation, will be entirely dedicated to trainings in professions related to education and early childhood care. These professions require specific skills and more important resources. It is part of the complementary approach of the action adopted by the Foundation. In this respect, it aims to accompany the reform undertaken for the generalization of preschool in public education.

His Majesty King Mohammed VI, may God be with Him, thus gave, on May 30, the kick off to the construction work of the center in El Kheir District.

This Launch reflects the Sovereign's particular attention being paid to education, particularly to preschool level due to its vital role it plays in the preparing pupils to basic learning and the development

The Yacoub El Mansour training center in social and educational professions, with a capacity of hosting 150 trainees will be offering training skills to beneficiaries in social professions, notably those of specialized educators, preschool educators and social assistance.

The center will also participate in the education and pre-schooling of about 120 children heading from disadvantaged districts.

With 3.400 m<sup>2</sup> surface, it will include two main components:

- an early childhood care space with two large crèches housing classrooms (small, medium and large sections), games and rest rooms, a library and outdoor playgrounds,
- and the training section including courses for preschool educators, early childhood auxiliaries, specialized educators and social helpers, a computer room, and sections for practical classes.

This project will be carried out within 12 months, and its management will be entrusted to the Office of Vocational Training and Labor Promotion for all that relates to the qualification of resources and to the Moroccan Foundation for Promotion Preschool Education which will provide the supervision of early childhood.

#### Project Cost:

MAD 6 Million

#### Partners:

Prefectoral Council of Rabat

Office of Vocational Training and Labor Promotion

Moroccan Foundation for Preschool Education Promotion

### ❖ Multidisciplinary vocational training center Ain Al Hayat- Skhirat Downtown



Launched by His Majesty King Mohammed VI, may God be with Him, on 30 August, this new project stands as a strengthener of the multiple actions conducted by the Foundation in favor of disadvantaged youth in the region of Skhirat. It will allow in increasing the provision of care in terms of learning and qualification training in professions contributors to work.

The forthcoming center will offer qualifying courses to youths both boys and girls who have not been in schools before, qualifying curriculums in 9 different technical, management and services sectors. These covers buildings electricity, industrial atomization, garment making, aluminum joinery, business management, accounting, network management and maintenance, medical, secretarial and business techniques.

With a surface of 1,565m<sup>2</sup>, the achievement of this center is planned in 12 months deadline and its management will be taken in charge by the Office of Vocational Training and Labor Promotion.

#### Project Cost:

MAD 8 Million

#### Partner:

Office of Vocational Training and Labor Promotion







Solidarity action  
at the service of  
financial self-  
empowerment





## Solidarity action at the service of financial self-empowerment

Encouraging creativity and potential modest projects carriers,

Promoting entrepreneurship spirit,

Creating conditions that serve the viability, and sustainability of small economic initiatives,

**Because a better integration of the most disadvantaged is a core element in human development and growth...**

Committed since the beginning in this way, the Foundation Mohammed V for Solidarity has set up intervention levers that are based on the individual's own capacity to be an actor of its integration. First through income generating programs activated in rural areas. These targeted women and the collective will, through the financing of their local production projects. Then by organizing its intervention for low-income people or young people carrying projects from training centers, through integrated assistance and supporting mechanisms that are sustainable.

Support for micro-enterprises, incubation of very small solidarity-based businesses, new program of support through the insertion by the economic activity initiated in 2016 (PIAE), these devices are characterized by a new approach that places entrepreneurship and capital human being at the heart of solidarity action.

The year 2017 was a pilot phase of the implementation of the PIAE, with the challenge of creating a model of effective support, which is a source of change for the individual and which promotes the creation of value for the individual as well as the society.

167

Initiatives in progressing development 2017

305

New selected project during financial year 2017

MAD 25 Million

invested in supporting start-up activities start-up

## INTEGRATION PROGRAM THROUGH ECONOMIC ACTIVITY ACTION PLAN- Fundamentals

### ● Objectives

Support the economic creation dynamic of very small initiatives, on a national scale. Promoting the premium and profitability of activities as an effective means to fight poverty.

### ● Beneficiaries

Micro-project holders, from disadvantaged backgrounds and with an entrepreneurial profile. More precisely :

- Micro-entrepreneurs individually or in groups of 2 to 3 people.
- Cooperatives and economic interest groups (GIE).

### ● Tools

#### SUPPORT

- Assistance and reinforcement of management skills in pre-creation: consulting and coaching of project leaders for the assembly of projects
- Training and consolidation of managerial skills for the realization and start of the activity
- Monitoring and evaluation of the activity over a period of two years

#### FUNDING

- Contribution in the form of a grant of professional equipment necessary for the start of the activity
- Reinforcement of the equipment for the development of the activity

### ● Implementation of Structures and Stakeholders

The implementation of the PIAE is based on a multidimensional organization, which places the human and the work of proximity at the heart of the action.

It is supported by a central structure that ensures the strategic management of the program develops partnerships and coordinates between the various support entities and external stakeholders.

• This central structure is in charge of the general framework of the program, namely the design of the working tools, the project selection process, carrier support mechanisms and assistance scheduling, evaluation of the financing and the granting of support, coordination between the various stakeholders and the monitoring of activities.

• The support structures that constitute the local relays. Their direct connection with the local environment and the needs of the people make them valuable focal points.

• They intervene upstream, ensuring awareness and identification of project leaders. And ensure the operational phase of the support and monitoring of the activity.

• They are made up of the Foundation's regional project managers, specialized structures under the auspices of the Foundation and whose area of activity is centered on entrepreneurship (Center of Very Small Solidarity Enterprises and Centers for Qualification and Training in the Professions of the Foundation). 'Crafts'), as well as local partner associations that work in the field of economic integration of the poor.

• External stakeholders and partners. The latter are in charge of the technical support of project and micro-entrepreneurs in terms of skills development and managerial training. They also bring their expertise to everything related to post-creation monitoring, through the development of performance evaluation

## INTEGRATION PROGRAM THROUGH ECONOMIC ACTIVITY ACTION PLAN- Fundamentals



### ● CRITERIA FOR SELECTING PROJECTS

#### 5 factors

- 1 The socio-economic situation (manifest or potential insecurity)
- 2 The profile of the project leader and his entrepreneurial motivation
- 3 The nature of the project and the adequacy of the profile / project
- 4 Economic viability and growth potential
- 5 Parity

Fiscal 2017 focused on two main components:

- Support and follow-up of selected micro-entrepreneurs in 2016, having started their activity in May 2017 (Program 2016 - 2017);
- The activation of the 2017 action program, with the setting up of new solidarity projects (Program 2017).

## PROGRAM 2016-2017

The first phase of implementation of the PIAE resulted in the support of 167 micro-enterprises, which were actually created in 2017. The Foundation thus initiated the post-creation support, conducted with the partners Morocco SMEs and GIZ. A training and entrepreneurial capacity building program has been developed covering all facets of management and business development. The treatment is general to

touch all the difficulties that may occur in the start-up phase, but especially identify latent malfunctions.

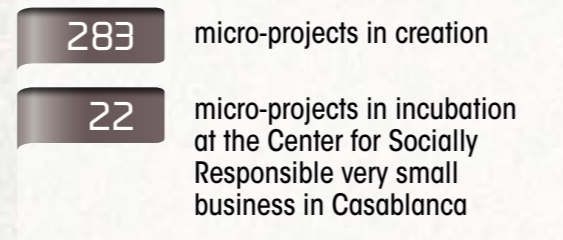
The main challenge of this stage is to teach young entrepreneurs how to do their business as a business leader, so that they can gain autonomy so as to increase the chances of survival of their activity and ensure profitability.

TRAINING MODULE	THEME
Financial management	<ul style="list-style-type: none"> <li>• Finance management</li> <li>• Financial analysis</li> <li>• Economic performance measures</li> <li>• Costing calculation</li> <li>• Search for funding resources</li> </ul>
Marketing and Business development	<ul style="list-style-type: none"> <li>• Market research</li> <li>• Mix marketing</li> <li>• Business development</li> <li>• Business Promotion</li> <li>• Customer loyalty</li> <li>• Commercial Communication</li> </ul>
Strategic management	<ul style="list-style-type: none"> <li>• Strategic planning</li> <li>• Identification of time objectives</li> </ul>
Formalization of economic activities	<ul style="list-style-type: none"> <li>• Choice of the legal form of the micro-enterprise</li> <li>• Taxation</li> </ul>
Law and Human resources management	<ul style="list-style-type: none"> <li>• Work organization</li> <li>• Acquisition of human resources</li> <li>• Labor Law and Social Law</li> </ul>
<b>30 training sessions</b>	
<b>were organized in this respect across all regions.</b>	

**Solidarity action at the service of financial self-empowerment**

**PROGRAM 2017**

The 2017 activity was marked by a strong mobilization of local structures which resulted in a significant recruitment of project leaders. 1000 project holders submitted their application, of whom 305 were ultimately selected.



**1 AWARENESS -RAISING**

**REGIONAL PROJECT MANAGER**

- Local associations
- Training centers
- Solidarity and social economy stakeholders

- Ideas carriers
- Training centers laureates
- people working in informal sector
- Unemployed



**2 PRE-SELECTION**

**MULTIDISCIPLINARY COMMISSION**

- PIAE Central Structure • Fondation
- Regional Project Managers
- Entrepreneurial Cells CQFMA • Maroc PME
- Local Associations • ANAPEC • OFPPT • Banks



**3 ASSISTANCE PRE-CREATION**

**SKILLS EMPOWERMENT**

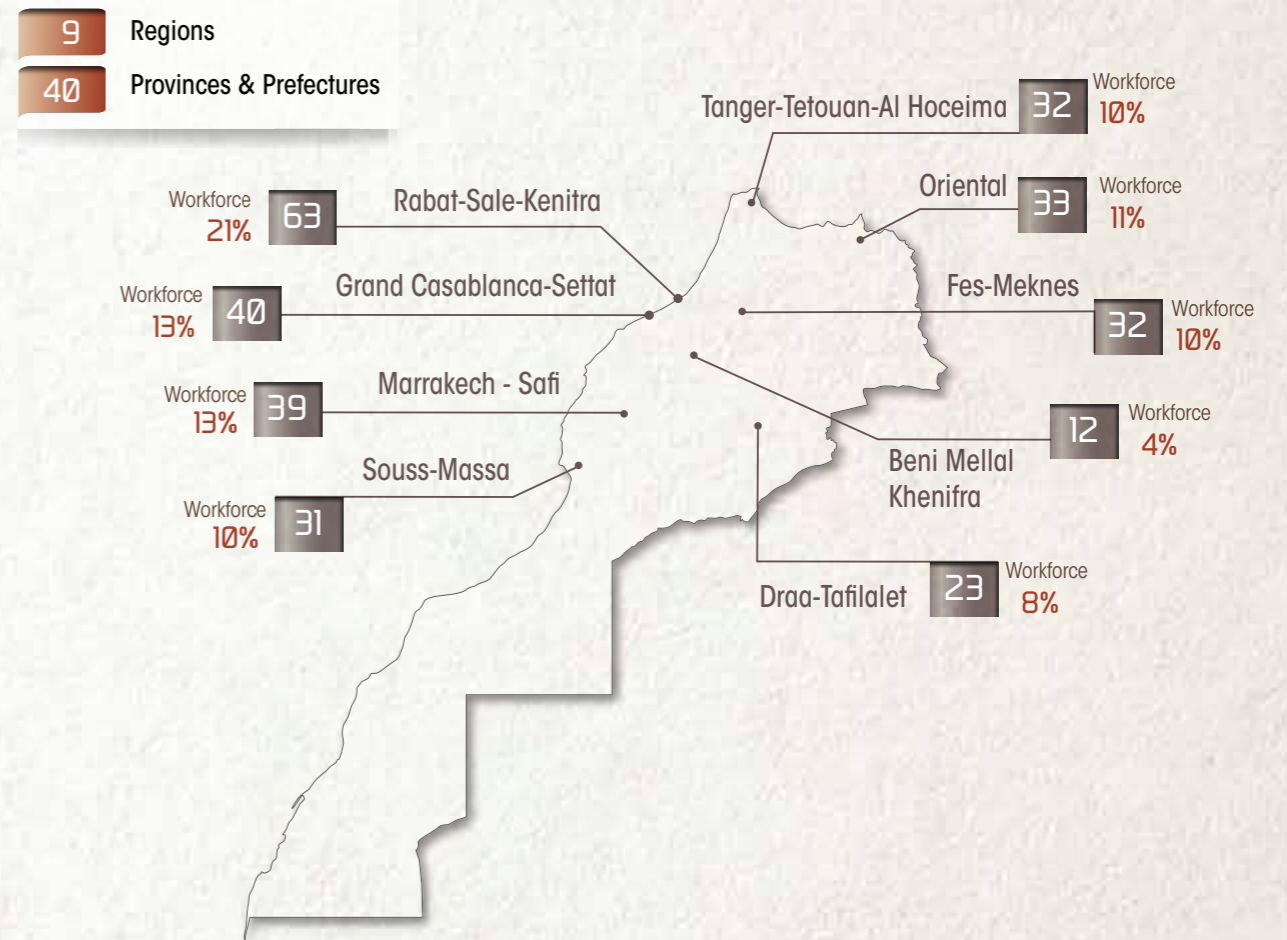
Technical training in feasibility study, project setup, business plan and personal skills.

Team Sessions of 15 to 20 Project Carriers



**MAIN INDICATORS OF SELECTED MICRO-PROJECTS**

**A LARGE GEOGRAPHIC COVERAGE**



**BREAKDOWN BY SECTOR OF ACTIVITY**



The 2017 program stands out with an increase in the share of service projects (25% in 2016).



BREAKDOWN BY BRANCH


Production activities



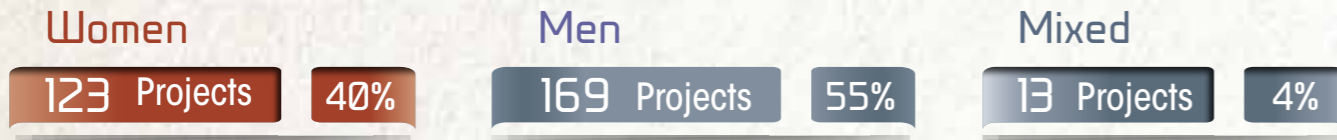
Service activities



Copy Center & Communication	5
Milk products Trade	2
Communication & Advertising	10
Textile creation & printing	1
Traditional cooking	1
Cycling	1
Skillscreen decor drawing	2
IT development	3
Glass engraving	1
Gardening	3
Mobile Wash	1
Negafa	3
Cleaning	3
Stationary	2
Maritim Fishing	1
Pizza	1
Preschool	2
Households appliances repair	1
Computer and Telephone Repair	2
Baverage	1
Oraging Catering	1
Snack	5
Snack Pizzeria	2
School Assistance	1
Rural Tourism	1
Catering	3

 Solidarity action at the service of financial self-empowerment

● PROJECTS CARRIERS PROFILES



● PROJECTS TYPOLOGY AND BENEFICIARIES NUMBER

Projects Typology	Projects Number	Beneficiaries Number	Beneficiary Women	Beneficiary men
Individual	244	244	93	151
Associated	25	54	28	26
Cooperative	36	247	148	99
Grand Total	305	545	269	276

The 2017 program is currently in the start-up phase of the activity of the various projects, the Foundation having

committed a total budget of MAD 25 million for the acquisition of equipment.





Access to medical  
and paramedical  
health care





## Access to medical and paramedical health care

Taking action to complete public policies,  
 Promoting equality chances in terms of basic medical services access,  
 Contributing to the implementation of model structures to cater specific needs,  
**Because the right health services access is one of the major pillars in citizenship empowerment.**

The access of poorest people to health care services is considered a priority amongst other works in Foundation Mohammed V for Solidarity which since its creation did not cease to multiply initiatives and actions efforts to strengthen national health means/facilities.

Tremendously active in outreach actions (outpatient medical campaign, construction of dispensaries in rural areas) and those of support (equipment, Special units planning), the Foundation has since many years started a new strengthening approach of medical sector. Indeed, it did bring new innovating concepts to medical structures (centers

of fighting addictive behaviors, specialized centers, and outreach medical centers- Foundation Mohammed V for Solidarity...), additionally a model of care that combines communitarian and social dimensions to health.

The year 2010 has strengthened these commitments. The priority allotted to health was demonstrated by the implementation of new projects concepts platform, the extension of the existing programs, as well as to the Launch of the activity of new structures such as the welcome day center of Alzheimer and primary health care centers of Casablanca and Bouknadel.

96 MAD Million

invested in 2017

137 226

disadvantaged beneficiaries from multidisciplinary and interventional medical caravans

2 962

volunteers in of medical sector participated in medical caravans

## MEDICAL-SOCIAL CENTERS PROGRAMS



### Outreach local community medical centers

In 2016, the Foundation started the implementation of a new medical structures program, designed with the aim of reducing social inequalities in terms of specialized cares. Their objective was to meet pressing needs of medical emergencies care of poor populace, besides insuring a specialized regular medical follow up of proximity. IT relies on two models: proximity medical centers- Foundation Mohammed V for Solidarity and cares centers for primary health. As a stakeholder in these projects, the Ministry of health will be in charge of their operation and management.

### Outreach Local Community Medical Centers - Foundation Mohammed V for Solidarity

Launched at the instigation of His Majesty King Mohammed VI, may God be with Him, this new type of structure is distinguished by its integration of a complete cares branch made available in one and the same center, implemented in close area to modest populations. It is related to an intermediate facility between level 1 and level 2 centers and hospitality network designed to reduce pressure on existing hospitals.

A community medical center- Foundation Mohammed V for Solidarity will thus provide access to community medical emergencies unit, specialized medical consultations hubs specifically related to areas in trauma, functional rehabilitation, oral-dental cares as well as to chronic diseases.

It will as well include a hub for mother-child health housing a delivery unit, gynecology, obstetrics, and pediatrics, preventive and promotional facilities, besides a medical-technical hub equipped with a unit for endoscopic and radiological exploration, biologic analysis laboratory, an operating room and a pharmacy.

This year and on March 24, the Sovereign launched two new community centers- Foundation Mohammed V for Solidarity, in the cities of Rabat and Temera.

They are added to the other three centers under construction, in the cities of Casablanca (District of Sidi Moumen & Errahma City) and Tangier (District of Bni Mekada), bringing to five the number currently scheduled structures.



## Access to medical and paramedical health care

- Local community outreach Medical Center- Foundation Mohammed V for Solidarity of Hay Nahda, Skhirat

**Project Cost:** MAD 37 Million  
**Partners:**  
 Ministry of Health  
 Prefectoral Council of Skhirat-Temara

- Local outreach community medical Center- Mohammed V Foundation for Solidarity of Al Youssoufia, Rabat

**Project Cost:** MAD 37 Million  
**Partners:**  
 Ministry of Health  
 Regional Council of Rabat-Sale-Kenitra  
 Prefectoral Council of Rabat

### Primary health care centers

On a smaller scale compared to outreach centers- Foundation Mohammed V for Solidarity, primary healthcare centers play also the same role of offering a support for medical emergencies combined with multidisciplinary health care services. They have a small day hospital and various units for patient consultations, including emergencies, treatment of chronic diseases, oral-dental cares, a delivery room, medical analysis laboratories as well as treating and preventive health services. An awareness unit and psychological support forming a complementary part of this healthcare offer so to insure primary health care as a support for people in social fragility, furthermore to promote good health and hygiene practices.



The year 2017 was marked by the opening of the first primary health care centers launched in 2016, as well as the launching of third project works construction.

On June 6, **His Majesty King Mohammed VI, may God be with Him inaugurated in Casablanca the Primary health care center of Sidi-Othmane.** This latter is with the capacity to serve a populace of 50.000 inhabitants, heading from underprivileged areas of Hay Salama. Similarly, **the Sovereign launched on December 5 the center of Bouknadel,** located in a community with more than 75.000 inhabitants and where the nearest hospital is located at about 15 kilometers.

In the same context, on January 10, **His Majesty proceeded with the laying of the first stone for primary health care center in Marrakech.** Located in the old medina, this center will strengthen the access with a more improved health care offer, in a district where more than 16.000 people reside served by only one health care center.



- Primary Health Care Center of Sidi Othmane, Casablanca

**Project Cost:** MAD 11 Million  
**Partner:**  
 Ministry of Health



- Primary Health Care Center Bouknadel

**Project Cost:**  
**Partner:** Ministry of Health  
 MAD 16 Million

- Primary Health Care Center El Mellah District, Marrakech

**Project Cost:** MAD 8 Million  
**Partner:**  
 Ministry of Health





## SPECIFIC CENTERS

### National Program to fight addictive behaviors

The Foundation is continuing to roll out this original platform, intended for the socio-professional reintegration of young people suffering from addictive behaviors. Individualized medico-social care, prevention of proximity against the use of narcotics, creation of a learning bridge with the qualification centers under the Foundation, the intervention mechanisms are centered on multidimensional support. This is based on a coordinated and organized involvement of the parties-stakeholder, the Ministry of Health and the National Association for Drug Risk Reduction, within the dedicated addictology centers. Each structure is in fact composed of a medical center, in charge of curative treatment and psychological support, and a community center that oversees awareness-raising and socio-professional integration activities.

Because of its implementation at a national level, this program is active in the cities of Casablanca, Marrakech, Nador, Rabat, Tangier, Tetouan, through seven operating structures and two projects in progress. It has been strengthened by new initiatives, particularly the expansion of the national coverage that are implemented with the objective to meet health care needs

The year 2017 was marked by the inclusion of the Cities of Fez in the list of addictology centers as well as the strengthening of the Marrakech City.

For reference the addictology Center Doukkala in Fez was inaugurated by His Majesty King Mohammed VI, may God be with Him on May 27. Similarly, on January 10 the Sovereign launched construction works of a center with the same norms in the City of Marrakech, in the District of El Mellah of the old Medina.

The engagement of His Majesty demonstrates the priority being allotted to well being protection of youth in fragile condition and the need to place supportive and matched integration mechanisms.

#### Addictology Center, El Mellah - Marrakech

**Project Cost:**

**MAD 4 Million**

**Partners:**

Ministry of Health  
Local specialized association



#### Addictology Center, Doukkarate-Fez



**Project Cost:**

**MAD 5,5 Million**

**Partners:**

Ministry of Interior  
Ministry of Health  
Regional Section- National Association for Drug Risks Reduction



**Access to medical and paramedical health care**

**Specialized Structures**

**Regional Center of Oral-dental Health Care Al Massira, Rabat**

A first ever project, of which implementation works were launched on May 30 by His Majesty King Mohammed VI, may God be with Him, the regional center of oral dental cares will be the first local facility in Morocco which is dedicated for oral-dental cares.

This project was initiated by the Foundation as a solution aiming at reducing access inequalities, associated with the lack in health care for disadvantaged populations as well as to economic factor which represents a major obstacle to health care access.

Built on a land covering 1.590 m<sup>2</sup> in the very heart of Yacoub Al Mansour, the future center will provide a full quality oral-dental service, while promoting hygiene and good oral-dental practices through raising awareness, prevention and information.

It will thus have integrated pathways, including a dental emergency unit including a day hospital, a radiology unit (panoramic radiology, alveolar radiology, dental scanner), a unit of consultations and basic oral care as well as Specialized consultation and care units, including pedodontics, surgery, endodontic, orthodontics and periodontics.

It will also house sterilization areas, a dental prosthesis laboratory, as well as training and awareness rooms and a media library.

This new facility will be completed within 18 months and will be managed by the Ministry of Health.

**Project Cost:** MAD 16 Million  
**Partners:** Ministry of Health, Regional Council of Rabat-Sale-Kenitra



**Alzheimer Hosting Day Center**

Inaugurated by His Majesty King Mohammed VI, may God be with Him, this unprecedented facility demonstrates Local Social Policy advocated by the Sovereign, addressing populations suffering from disabling conditions health and heading from disadvantaged communities.

Carried out by the Foundation, the said center offers multidimensional and integrated day care, adapted for patients suffering from Alzheimer disease. The latter combine the medical, social, preventive and curative all together. Patients either in slight or moderate stage will benefit from non-drug therapies, through cognitive function stimulation. Added to this, they will benefit from a follow up made at their disposal to both sick person and caregivers- usually a family member -who benefits from a dedicated support. The very objective of this support is to relieve caregivers through giving value to the role they play and that throughout formation-information.

As a pilot structure, thus center as a vocation to develop an expertise through the training of the nursing staff in order to meet the needs of in-home care givers and to build resources and skills in this direction for similar future centers.

The Moroccan Alzheimer Association, responsible of the management of the center with the support of the Ministry of Health, has for this purpose made a program to raise awareness and for training which it did activate as of September 2017. The first start up of this center's activities served in accommodating the first cases to take care of: 20 cases were accepted, for hosting total capacity of 100 cases.

**Project Cost:** MAD 9 Million  
**Partners:** Ministry of Health, Prefectoral Council of Rabat, Maroc Alzheimer Association

**Access to medical and paramedical health care**

**Operational Physiotherapy and Rehabilitation Center- Ain Chock-Casablanca**

Atypical facility at the level of the region of Casablanca-Settat, the Operational Physiotherapy and Rehabilitation Center of Ain Chock was inaugurated on May 31 by His Majesty King Mohammed VI, may God be with Him.

Amongst the Sovereign's first orientation, directed towards facilitating the life of people in with disabilities or maladjustment with modest situation, and that through offering them all means that allow them to enjoy their physical autonomy and have better integration in the educational system, social society and professional life.

This new local community center which mainly oriented toward disabilities related to deficiencies of nervous systems and the musculoskeletal system (children and adults), offers a wide range of multidisciplinary health care and a full assistance. This includes physiotherapy, kinesitherapy, treatment of functional disorders (orthophony and psychomotility) and psychological assistance. The center has also a facility for the design and making of equipments adapted for that as well as to a balneotherapy unit comprising a swimming pool arranged for programs of muscular strengthening and treatment of pains.

A new facility which will comprise of assistance units, of kinesitherapy ( men, women, kids), orthophony, psychometricity, orthopy, psychology, balneotherapy devices, as well to other administrative and technical dependencies. Its management and operation are insured by the Ministry of Health.

**Project Cost:**

**MAD 9 Million**

**Partners:**

Ministry of Health  
Regional Council of Casablanca-Settat  
Prefectoral Council of Casablanca  
National Initiative for Human Development  
Sponsor



**Social Psycho-Medical Centers**

This new facility being created by the Foundation will respond to the deficit in medical structures dedicated to a local community psycho-social assistance. It is mainly targeting persons in precarious situation suffering from psychological damage or those having issues in social adaptation.

A social medical-psycho center providing a two-fold dimension offer comprising a facility for reception and assistance for social-psycho rehabilitation services. This is targeting the treatment of mental illnesses through socio-educational mechanisms promoting interpersonal development and patient's learning, autonomy strengthening and self-esteem.

It also includes a medical consultation hub and health care in general medicine, psychiatric and psychology, in which the management is insured by the Ministry of Health. Additionally, it comprises a communal hub, created for listening, occupational activities, physical education and training, whose management is entrusted to local associations, specialized in mental health.

The year 2017 knew the inauguration of the Social medical-psycho Center Moulay Rachid in Casablanca by His Majesty, King Mohammed VI, may God be with Him, as well as the kicking off construction works of the second project in Tit-Mellil.



**Social Psycho-Medical Center of Moulay Rachid-Casablanca**

**Project Cost:**

**MAD 7 Million**

**Partners:**

Ministry of Health  
Regional Council of Casablanca-Settat  
Prefectoral Council of Casablanca  
National Initiative for Human Development  
Association AFAK for Mental Health



**Access to medical and paramedical health care**



**Social Psycho-Medico Centre of Tit Mellil- Mediouna**

**Project Cost:** MAD 7 Million

**Partners:**  
 Ministry of Health  
 Regional Council of Casablanca-Settat  
 Prefectoral Council of Mediouna  
 National Initiative for Human Development  
 Local Specialized Association

It will allow treated persons, which there is estimated at 1.300 patients per year to overcome isolation caused by mental pathology, it will also contribute in developing their interrelation abilities, additionally the learning of particular professional skills.

It will comprise two principal activity hubs. One will be dedicated to the specialized medical therapeutic treatment (psychiatry and psychology) and paramedical as well (ergo therapy). The second will be axed on the assistance in terms of social-educative rehabilitation and that though artistic and sports activities, completed by training modules in core professions.

The psycho-social rehabilitation center will be managed by the Psychiatry department of UHC Ibn Rochd in collaboration with a specialized association.



**Social-Psycho Rehabilitation Center, UHC Ibn Rochd- Casablanca**

With the aim to strengthen facilities programs dedicated for mental health, this new solidarity project is targeting the assistance of patients with mental disability induced by serious and chronic mental illness and promoting their social and professional reintegration.

With a covered area of 1.820 m2, the social-psycho rehabilitation center will be built in the University Psychiatric Center Ibn Rochd.

**Project Cost:** MAD 14 Million

**Partners:**  
 Regional Council of Casablanca-Settat  
 Prefectoral Council of Casablanca  
 Department of Psychiatry at the Ibn Rochd University Hospital Center  
 Specialized Association



**LOCAL COMMUNITY OUTREACH MEDICAL CAMPAIGNS PROGRAM**

Since 2003, the ambulatory medical caravans program has been a major focus of the Foundation, throughout which the Solidarity initiative and public policies join their efforts to bring closer health care to poor populations, improve medical services and expand access to urban and outlying suburbs.

	Since 2003	Activity 2017
Medical Caravans	816	119
Beneficiaries	968 579	137 226

the regional health directorates, in nine provinces. It has also contributed to 114 operations organized by its partners.

These interventions, implemented throughout the year, have secured multidisciplinary and local surgical care for 137,226 people, mainly women, children, the elderly and people with physical disabilities.

**Ambulatory Medical Caravans organized by the Foundation**

**Extreme Cold Special Medical Caravan- Province of Midelt**

These figures demonstrate needs and make sense of this type of solidarity operation, which aims to access basic health care for people living in areas that lack the means and medical infrastructure. This is made possible thanks to the voluntary and voluntary involvement of doctors, surgeons and paramedical staff who give their time to the poor, and always respond to the call of solidarity.

From year to year, the Foundation strengthens its support for people who suffer from marginalization in terms of access to basic health care. Whether in direct action or in support of the operations planned by its partners, which are the conventional medical associations, it conducts its interventions according to the needs expressed locally.

The year 2017 was marked by the launch of a new medical monitoring program, in addition to the annual program of multidisciplinary caravans. The Foundation has carried out five major campaigns that have been deployed, in collaboration with

Organized from January 5th to 8th, this operation was activated as part of the Cold Weather interventions, in order to take care of health risks caused by cold episodes. It was deployed in the two hospitals of Midelt and in the village of Gourrama located at 1364 meters above sea level, targeting the poor populations of douars and neighboring villages affected by the cold wave.

This medical campaign focused on a wide range of medical services, providing multidisciplinary care services related to chronic diseases, as well as management of circumcision and general and ophthalmic surgery.

It has mobilized a staff of 53 doctors, surgeons, nurses and technicians volunteers, in addition to the teams of hospitals and the medical center of Gourrama. It benefited a population of 4436 inhabitants of the province, including 273 surgical surgeries.



## Access to medical and paramedical health care



### Medical Caravan - Province of Tan Tan

Organized from 9 to 11 May, this operation is a first presence of the Foundation in the province of Tan Tan. A large intervention system has been programmed, including multidisciplinary care, screening and fitting of people with disabilities, circumcisions and surgical interventions (general, proctology, cataract).

The various surgical interventions were carried out at the Tan Tan hospital in collaboration with the teams of the regional health delegation. As for multidisciplinary care, they were operated on a mobile site, within the 7 medical units of the Foundation, located in the Tan Tan social complex.

Having mobilized **60 doctors**, surgeons, technicians and staff of the Mohammed VI National Center for the Disabled, this campaign was able to reach a beneficiary population of **3133 people, including 108 who were taken into interventional care.**



### Ramadan 1438- Medical Caravan

As part of the actions dedicated to supporting the poor and vulnerable populations during the month of Ramadan, the Foundation organized the third edition of the Ramadan Medical Caravan, a new program of access to health care launched on Royal instructions in 2015. That It is characterized by a concentration of efforts and outreach to people living in rural localities, lacking infrastructure and health resources.

Organized from May 31 to June 22, the 2017 edition of this operation covered the four provinces of Guercif, Sefrou, Taounate and Taza. It has been planned over six intervention stages (3 days of activity per stage), in the localities of Guercif, Bni Ifrassen, Zrarda, Ribat Al Kheir, Bouchabel and Tafrante.

Carried out in collaboration with the regional delegations of each province, the local authorities as well as the conventional medical associations, it mobilized a staff of 208 doctors, nurses and paramedical personnel during the 18 days of activity. It has provided multidisciplinary care to 37517 people, in addition to the delivery of pharmaceuticals.



### Medical Caravan - Province of Azilal

Organized from 14 to 17 September, this operation kicked off the launch of the new monitoring and medical care program. It complements the medical chain of multidisciplinary screening and care services by integrating local interventional care.

The first operation of this program was organized for disadvantaged populations in the Azilal region. It targeted cases requiring surgery and identified in previous multi-disciplinary caravans conducted in

the same region during the months of March to May. Other cases detected at the Azilal hospital also benefited from the operation. The operation, carried out with the assistance of the regional health delegation, was implemented at the Azilal hospital, with the voluntary participation of 16 surgeons and anesthetists as well as 12 nurses.

**195 cases** were treated for **cataract surgery and general surgery, including gallstones, hydatid liver cysts, catheter and / or laparoscopic hernias**, and surgical treatment of the patient. cataract according to the new techniques in force.



## Access to medical and paramedical health care



### Medical Caravan- Provinces of Jerada & Figuig

Organized from 20 to 25 November, this operation targeted populations from the two provinces of Jerada and Figuig, more precisely the localities of Mrija, Bouarfa and Talsint.

The medical intervention program was implemented in two parts: a multidisciplinary medical care offer in Mrija and Talsint, and general surgery and cataract care at the Bouarfa hospital.

The multidisciplinary services covered general medicine, internal medicine, pediatrics, maternal health, dental, ophthalmology, biology, radiology and screening for physical disability for the manufacture of adapted equipment. A staff of 70 doctors, surgeons, nurses, technicians and managers of the Mohammed VI National Center for the Disabled was mobilized to meet the needs of the population.

The operation benefited 4196 people, including 186 cases of surgery.



### Medical operations conducted with the registered associations

The Foundation annually organizes these operations by providing its medical mobile units and its human resources for the needs of social assistance to the medical associations under agreement. It also provides drug endowments, depending on the nature and geographical targeting of the intervention. The support of the medical associations under agreement follows indeed rules of collaboration well framed. Associations must establish a predefined intervention program, which specifies the objectives to be achieved, the beneficiary areas and populations and the nature of the

In 2017, the Foundation participated in the organization of 114 local medical operations, in collaboration with 24 associations. They have been deployed in 39 provinces of the Kingdoms, including Laayoune, Sidi Ifni, Tata, Timahdite, Berkane, Chefchaouen, El Hajeb, for periods ranging from 1 to 3 days. Most of them focused on multidisciplinary care and targeted a population of mostly women, children and the elderly among the poor. In addition, they called on the services of 1406 doctors and 1147 volunteer nurses who took part in the various humanitarian interventions.

The program of these caravans affected a beneficiary population of 87,749 individuals.



# Humanitarian Care





# Humanitarian Care

- Bringing support to needy,
  - Taking actions close to populations,
  - Focusing on citizenship commitment and joint efforts,
- Because solidarity by action has an effective impact to social cohesion.**

The Foundation humanitarian program is manifested through its actions of assistance and direct supports, which are carried out to respond to pressing needs either in Morocco or abroad- with the motivation to strengthen cohesion and social ties. Initially activated in a punctual intervention framework, they have evolved into large-scale operations, which follow an annual program and which are characterized by

a united implementation of the action, thanks to a mobilization without fault of all the actors who take part. They especially illustrate the special attention paid by His Majesty King Mohammed VI, may God assist Him, the well-being of people in precarious situations and Moroccans living abroad. Activated a punctual intervention, they have taken a large.

2369500



Vulnerable persons benefited from food distribution during holy Ramadan

25313



Families affected by frosty weather in rural and mountainous regions were assisted in humanitarian actions



## HUMANITARIAN OPERATIONS

### Program - Operation extreme Cold

In the light of pursuing the extreme cold operation already activated since November 2016, the Foundation did strongly take action during January and February 2017, a period during which intense snowfall was recorded in mountainous regions. Interventions were multiplied targeting poor and vulnerable families living in villages located at an altitude more than 1300 meters in the mountains of the Middle and Grand Atlas. These interventions helped in offering a humanitarian support, aimed at alleviating the impact of hard winter.

The support consisted of the distribution of the Cold Weather Kit composed of foodstuff; that is **10 kg of floor, 5kg of rice, 5 kg of sugar, 1.2 kg of powdered milk, 500 g of salt, 400 g of tea, 5 liters of oil, and blankets.**

Under the instructions of the Sovereign, a range of human and logistic plan of action was deployed. It was implemented from 22 January to 12 February and it covered **7 target provinces, to wit Azilal, El Haouz, Ifrane, Khenifra, Midelt, Taza and Tinghir.** Humanitarian aid was directed to isolated communities. It is to know that this was achieved with the help of the Ministry of Interior, Local authorities which mobilized to free routes and make access to landlocked douars, moreover, they participated in the distribution of kits. The aid intervention was successful and in that it contributed in bringing warm to **25313 households.**

- 3 Waves of intervention
- Geographical coverage of 7 provinces
- 42 Communities and 306 targeted douars



### 25313 HOUSEHOLDS

Azilal	8437 households
El Haouz	2000 households
Ifrane	3000 households
Khénifra	3500 households
Midelt	3530 households
Taza	3977 households
Tinghir	869 households

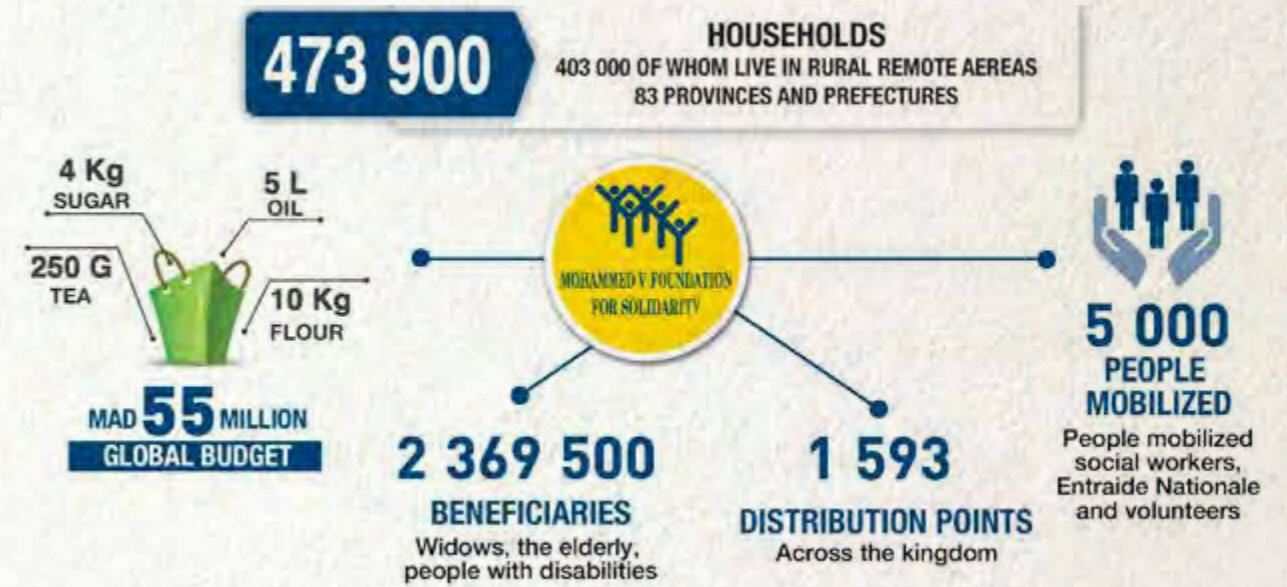


### Ramadan 1438 Food Distribution Operation

Pillar of the humanitarian aid provided by the Foundation during the month of Ramadan, the food distribution operation comes every year to bring comfort to the most vulnerable social categories, especially widows, the elderly and people in situation handicap.

This impetus of generosity, marked by the personal involvement of His Majesty King Mohammed VI, may God be with Him, who kicks off on the 1st of Ramadan, reflects His constant solicitude and commitment to the preservation of the dignity of those who are in the need.

The year 2017 saw the organization of the 18th edition of this large-scale operation, which has become a strong and highly symbolic moment in the daily lives of Moroccan citizens. This is 2,369,500 people, living mainly in rural areas who receive food aid, including the products that constitute the basis of food in the month of Ramadan.



As every year, the Foundation, in partnership with the Ministry of the Interior, the Ministry of Habous and Islamic Affairs and National Mutual Aid, implements the human and logistical resources necessary to guarantee the proper management of the operation: supplying 473,900 food kits to their direct delivery to beneficiaries in all regions of Morocco.

1593 distribution points are set up throughout the Kingdoms, and thousands of people are mobilized to ensure the smooth running on the ground, especially the distribution of baskets. Two committees, provincial and local, monitor the flow of food to distribution centers and the identification of beneficiaries.

In parallel with this, a specific control system is implemented; the Ramadan food distribution operation obeying a rigorous management and safety framework. The Foundation uses the National Office of Sanitary Safety of Food Products (ONSSA) which carries out quality control of food products distributed. As she is applying for the Professional Group of Banks of Morocco (GPBM), the General Treasury of the Kingdom and Barid Al Maghrib who control the financial aspects of the operation.

### Marhaba Operation

The Foundation Mohammed V for Solidarity has implemented from the beginning of its activity, a humanitarian operation welcoming Moroccans living abroad, unique in its kind. This was intended to accompany the increasing flow of community members during their journey between their country of residence and the motherland during the summer period. Each year, the Foundation, as well as all public and private stakeholders, implements an original reception system that remains operational for more than three months (from June 5 to 15 September). His objective, as assigned by His Majesty King Mohammed VI, may God be with Him, is to ensure the well-being of families and to avoid all the problems inherent to the vagaries of travel.

Main interface, present both on arrival and from Morocco, the Foundation Mohammed V for Solidarity contributes to this operation through a support system designed to meet the needs of Moroccans living abroad, in matters administrative and medical assistance.

This year, the launch of Operation Marhaba 2017, was marked by the implementation of new accompanying measures. These have been adopted in response to the increase in flows recorded at some transit points, which are not covered by the scheme.

The Foundation has launched three new reception areas: the Port of Motril in the South of Spain, the Port of Tangier City and the airport of Marrakech Menara.

This 18<sup>th</sup> edition of Mahaba has thus experienced the activation of a reinforced and operational reception system on 20 sites (5 abroad and 15 in Morocco). This required the deployment of more social workers, doctors, paramedics and volunteers. In fact, nearly 1,000 people have been mobilized to assist and provide the necessary relief to community members. In addition, and in a constant effort to improve local services and services, the Foundation has launched a new version of the Marhaba mobile application. It now offers more advanced features in terms of geo-location and online support, this service is provided by the Central Coordination Office. This action has been reinforced by the establishment of a dedicated website [www.marhaba.fm5.ma](http://www.marhaba.fm5.ma), which has complemented the information platform available to members of the community.

In addition, the system dedicated to the treatment of departures by coach from Port Tangier Med, was reactivated in 2017, given the positive impact generated during its first implementation in 2016. Operational from the rest area Mediterranean Tangier, it helps to regulate the high influx that occurs at the time of returns. Indeed, the relocation of the administrative registration procedures (reservation of transit tickets and boarding card editing), accompanied by a specific system for managing coach traffic, has saved significant time savings, upstream of the arrival of travelers at Port Tangier Med.

## MARHABA 2017

● 20 Reception areas ● 1 Central Coordination Office

N°Vert 080000 2323

emergencies assured 24/24 and 7/7



[www.marhaba.fm5.ma](http://www.marhaba.fm5.ma)

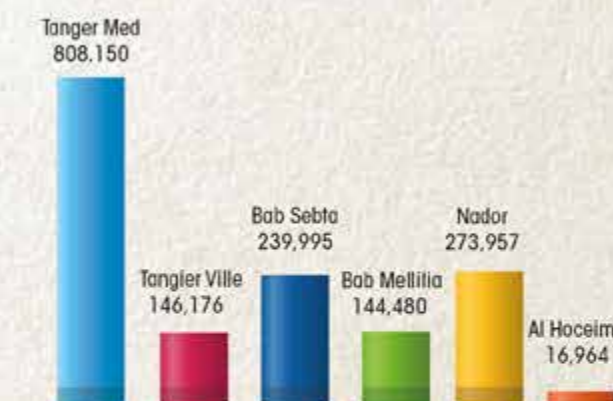
The 2017 edition of the Marhaba operation was also marked by an increase in arrivals: **2,789,981** members of the community have joined Morocco, which is **5.98%** more than in 2016 in terms of arrivals - individuals. A figure which, in continuous increase over the last five years (average annual increase of **6.31%** between 2012 and 2017), reflects the attachment of Moroccans residing abroad to the motherland.

Arrivals 2017 **2.789.981**

**+5,98%** compared to 2016

Seaway **1629722** arrivals **58,5%**

Air route **1160259** arrivals **41,5%**



95,152 Services home

17,591 Medical Aids

23,427 Administrative, legal and transport support

Bus Departure Processing System

Tangier Mediterranean Rest Area to Port Tangier Med Activated from August 19th to September 9th

Processing of 536 coaches Accompaniment 39,851 travelers



# Supporting social stakeholders





## Supporting social stakeholders

To motivate citizen commitment,  
To promote local associative tissue,  
To ensure perennial projects,

**So that each stakeholder can act to measure and contribute to the edifice of social action for the common interest.**

Since its creation, the Mohammed V Foundation for Solidarity has paid particular attention to associations. Relay in the identification of needs and privileged partners in the implementation of its projects, they benefit from dedicated support and support.

The year 2017 was marked by the implementation of a major support program in the form of grants for the management needs and incentive donations of active players in supporting small economic initiatives.

MAD 12,25 Million

Dedicated to technical support and the Strengthening of resources management

On the occasion of the Launch of the 2017 National Solidarity Campaign, His Majesty King Mohammed VI, may God be with Him, awarded funds in the forms of totaling checks to MAD 500,000 for the benefit of 5 associative actors, partners of the Foundation or known by their commitment and activism in the areas of skills empowerment in managerial training and support for the creation of income-generating activities.



### ❖ List of associations having benefited from checks awards

- Association Hia Wa Houa Siyane - Agadir
- Associative Network for Participative Development- Meknes
- Pont Depart Space- Casablanca
- Association of Human Resources Managers and Founders- Rabat
- Scouting Organization Mohammadia Marocaine -Kenitra

Moreover, and as part of the commitment made on behalf of partner associations which insure the management of its projects and centers, the Foundation raised a large budget envelope, intended to strengthening structures management funds. A financial contributions program was created following a needs assessment and an evaluation of resources to be granted, on a principle of national coverage. A Total budget of MAD 7.6 million was granted to local partners.

### ❖ Equipment Support

- Complex for Youth Skhoura, Ouarzazate

### ❖ Contribution to Management Funds

- Feminine Association Tifaouine- Woman Training and Qualification Center Tizegzaouine, Ouarzazate
- Federation of Associations of Nature Development and Protection Outerbate-Tamzaazate Center for woman training and Qualification
- Woman Training and Qualification Center Ilya Ousseghir, Imilchil
- Associative Space Association of Ghessat Community- Woman Training and Qualification Center Ghessat, Ouarzazate

- Afanour Association- Feminine Center Afanour, Tinghir
- Imzine Association- Femnine Center Taourirt, Tinghir
- Tinghir Woman Space Association- Child Care and Woman Center of Tinghir
- Ait Elkadi development Association- Ait Lkadi Feminine Center, Tinghir
- Tounfit Human Development Association- Education Complex for Vocational Training and Youth Integration
- Nissa ElGhad Association for Rural Development – Woman Training and Qualification Center Ait Oumghar, Midelt
- Taymate Association- Woman Training and Qualification Center Tissila, Midelt
- Douar Association for Social Development- Dar Douar Anfgou
- Assif melloul Association for Rural Development- Rural Woman Center Assif Melloul, Midelt
- Zaïda Association for Education, Culture, Sport and Human Development- Zaïda Youth Skills Development Center-Midelt
- Addi Ouzenou Association- Local Product Marketing Center, Errachidia
- National Association for Drug Risk Reduction/ Fez Section- Addiction Center, Fez
- Assadaka Association for Agricultural, Cultural and Sports Development- Ait Ikko Agricultural Development Center, El Hajeb
- Afak Association for Mental Health- Psycho-Social Medical Center Moulay Rachid, Casablanca
- Maroc Alzheimer Association- Alzheimer Day Welcome Center Hay Nahda, Rabat

The Foundation has also donated equipment to two associations working in the field of child protection. Minibus reserved for children transport have been offered to Errahma Association for Orphans support, active in the city of Es-Semara, as well as to Prince Moulay Absellah Foundation for Disabled Children protection operating in Fez.



# Specialized structures network





## Specialized structures network

In responding to the needs of particular population segments, the Foundation developed specialized programs, related to particular sectors such as crafts, micro-finance and the incubation of very small solidarity companies, or those being dedicated to respond to the needs of specific populations, including the care and socio-professional integration of people with disabilities. These programs led to the Foundation's implementation of physical structures, entrusted to autonomous management units to optimize and sustain the said programs.

This network structures is up to eight entities; including:

- ❖ Mohammed VI National Center for disabled people and Integration and Work support Center of Sale;
- ❖ The platform of three Training and Qualification centers in the professions of Crafts of Fez, Sale and Marrakech;
- ❖ Mohammed VI National Center for Solidarity Mirco-finance of Casablanca;
- ❖ Solidarity Small Businesses Center of Casablanca;
- ❖ And the last created in Casablanca, Le Marché Solidaire - Oasis.

The year 2017 was marked by the launch of Solidarity Market, a new solidarity project, unique in of a kind, dedicated to supporting local production of cooperatives throughout the country. Training and Qualification centers for handicrafts professions by their regional presence, took part in this launch and that by contributing to selection, referencing and local artisanal cooperative process. Similarly, they served as an activation platform of Economic Initiative Assistance Program, which was launched on a large scale during the 2017 financial year.



## LE MARCHÉ SOLIDAIRE - L'OASIS

Project Cost:  
MAD 16,5 Million

### Partners

Agricultural Development Agency  
State Secretary in charge of Social Craft and Economy  
COFARMA  
National Office of Food Products  
Sanitary Security

Maroc PME  
Crédit Agricole du Maroc  
Mutuelle Agricole Marocaine  
D'Assurance  
Barid Al Maghirb

### A first ever equitable business social project, dedicated to moroccan cooperatives

Being fully initiated and carried out by the Foundation, Le Marché Solidaire echoed the challenge for promoting and strengthening of initiatives, social and solidarity economy actors (ESS), particularly production activities relayed to the country and to handicrafts and initiated by women in precarious conditions.

If these support and economic activity follow up, carried out for many years by the Foundation and the Sector stakeholders, these allowed these stakeholders to get rid of extreme precarious condition through a minimum generated income by local marketing, they however continue to suffer from a lack of access to national distribution and de facto a weakening of their activity.

Le Marché Solidaire, a new milestone in the chain of solidarity set up by the Foundation, came to respond to this problem, as a marketing support tool that paved the way for a wider, direct distribution channel and more sustainable for products from cooperatives.

The solidarity market is a new foundation in the chain of solidarity and set up by the

Foundation, as a marketing tool, which is one of the most important, and one of the most important.

Indeed, this project was designed as a permanent commercial physical platform for deposit and sale, which groups products of the cooperatives operating in all regions of Morocco, the sale of products being subject to rules of equitable business. The choice of its geographic plant in the heart of the city of Casablanca was decisive, because in addition to giving direct access to a market with significant purchasing power, it will help in reaching key economic actors and decision-makers, having the capacity to create new opportunities and to open up the widest development perspectives needed for economic solidarity association with classical economy dynamics.

It was thus inaugurated by His Majesty King Mohamed VI May God be with Him, on March 15, 2017 on the occasion of the 19th edition of the National Campaign of Solidarity. This has indeed been declined under the theme "Support of Women's cooperatives, for sustainable and Social Solidarity production," with the challenge of guiding efforts and Solidarity Contributions to the address of local production activities, initiated or mainly worn by women.



### A real showcase of moroccan local crafts products

A true showcase of the wealth and diversity of Moroccan local products, Le Marché Solidaire offers direct sales, in a single area, of more than five thousand

two hundred references since its opening in March. 241 cooperatives from all regions of the kingdom are represented.

Regions	Number of cooperatives
Beni Mellal • Khénifra	41
Casablanca • Settat	18
Dakhla • Oued Ed-Dahab	4
Draâ • Tafilalet	12
Fès • Meknes	45
Guelmim • Oued Noun	2

Regions	Number of cooperatives
Marrakech • Safi	25
Oriental	18
Rabat • Sale • Kénitra	18
Souss • Massa	41
Tanger • Tétouan • Al Hoceima	13
Laayoune • Sakia Al Hamra	4

Designed as an environment for the promotion of heritage and local know-how, it has been built in two levels of an area of 900m2 which have completely open shelving spaces, highlighting a very wide range of products and multiple choices of categories.

It offers an experience of product discovery through a well-marked circuit.

Local products are exposed in the central zones and those of the handicrafts at the level of the lateral zones. The general public thus has access to a wide range of product categories, thanks to a very rich assortment structure.

- **2250 handicraft products:** pottery, basketry, carpets, wood and textiles
- **1919 local products:** olive and argan oils, honeys, amlou, aromatic and medicinal plants, vinegar, couscous, juices, dried fruits, saffron
- **889 cosmetic products:** argan oil, rose water, essential oils, soaps and prickly pear oil.

All these products are sold at the producer's selling price as part of fair trade rule, as an approach of management of this space. Moreover, Cooperatives receive sale products directly from Le Marché Solidaire on the 1th and 16th of each month.

### A social supporting platform aiming at sustaining local products activities

Beyond the availability/ provision of a commercial space in an environment where the need and purchasing power offer a development potent for this initiative as well as commercial outlet for solidarity product, Le Marché Solidaire forms also a social platform for the support of small economic initiatives, in particular women's activities, which require upgrading and better product value.

Referenced cooperatives - likewise for future participants - benefit from technical support for all equipment and production processes. Training is also provided to strengthen the management capacities

of the actors. The challenge of this support mechanism is to promote the development and sustainability of activities, while ensuring a qualitative offer that pays tribute to local heritage and meets the expectations of Moroccan consumers.

An upstream intervention is thus carried out by the Foundation as well as the project partners such as the Agricultural Development Agency (ADA), the Ministry of Crafts and Social and Solidarity Economy, and the National Office of Safety Sanitary Food Products (ONSSA) which delivers the necessary authorizations for the marketing of the products of the soil.



#### Le Marché Solidaire in Key Figures

(From 16 March to 31 December 2017)

- ❖ 241 partner cooperatives
- ❖ 5058 Product References
- ❖ 597 819 Sold products
- ❖ 364 000 visitors







## THE MOHAMMED VI NATIONAL CENTER FOR THE DISABLED



A national reference structure for socio-medical care and assistance to professional integration, the National Mohammed VI Center for Disabled Persons in Sale has begun its eleventh year of activity, which has since its launch in 2006, the implementation of regional structures at the level of the cities of Safi, Fez, Oujda and Marrakech as well as a new entity dedicated to the socio-economic integration of young people with mental disabilities, through the following four main lines of work

- the implementation of a new social institution project for the CNMH (all structures combined);
- the development of a repository of models of integrated and comprehensive care (educational, medical, vocational training and professional integration in an adapted environment);
- improving technical performance by strengthening the structures and capacities of its human resources;
- and strengthening communication and openness actions on the national and international environment.

National CNMH platform- key performance indicators for the five regional structures

National CNMH Platform - Key Performance Indicators for the Five Regional Structures  
In 2017, the Medical and Social Centers of the CNMH of Salé and its four regional sections have strengthened the rate of care implemented in different medical, education and vocational training poles, to respond to the strong need of families and beneficiaries presents in all services.

**13617 patients** have benefited from medical consultations including all specialties (Psychiatry, Physical medicine and General medicine), representing an increase of 55% compared to 2016.

**38855 rehabilitation sessions** (speech therapy, psychomotility, physiotherapy, orthoptics) were carried out, representing an increase of 30% compared to 2016

**362 orthopedic devices** were placed to people with physical disabilities, that is an increase of 61% compared to 2016.

**4841 beneficiaries** were taken care of at the level of oral dental offices, this makes the double in staff rate compared to 2016.



### ● Socio-Educational Hub:

**842 beneficiaries** were registered in what comes to educational, cultural and artistic support

**4159 beneficiaries** of social support were notified

### ● Sports Hub

**2239 beneficiaries** were accepted in sports activities, including all sport disciplines (sports hall, indoor pool, fitness room).

### ● Vocational Training Hub:

**135 young trainees** were enrolled in the vocational training adapted to people with intellectual disabilities, and that at the level of Sale center and two regional sections of Marrakech and Fez.

The CNMH carried on its plan of improving quality services which saw light in 2016 at different hosting structures. The main actions being carried out casted the following activities:

- Regular operation of pools and sports facilities in Oujda, Fez, Marrakech and Safi.
- Completion of works for construction of orthopedic equipment workshop at the Marrakech sections, the installation of equipment being planned for 2018.
- Empowerment of human resources through the employment of specialized educators, teachers, managing staffs and health personnel.

### Promotion and social activities

The year 2017 knew several events, both scientific and social ones, which were an opportunity to share progresses and experiences achieved in terms of catering the need of people with disabilities and to profit the largest possible from various offered services of the CNMH.



● Main cultural and sport events

- The organization of the 9th Disability Forum from 27 to 30 March 2017, under the High Patronage of His Majesty King Mohammed VI, may God be with Him. This forum edition was organized under the theme "Emotional Behaviors and Reproductive well being of young people with Intellectual Disabilities: Religious and Legal framework, Medico-Psycho Sociological Aspects", and it was attended by more than 2,000 people in different scientific, medical, cultural, educational and sports activities in the National Center of Sale and also at the level of regional sections.
- The organization of two national holiday camps in July 2017 in Sala Jadida : the first was held from 9 to 16 July where 50 persons with physical disability benefited from and the second was organized from 23 to 30 July in support of 70 people with mental disability.

● Capacities development activities in 2017

- In commemoration of the International Day of Disability celebrated on 3 December of each year, the CNMH organized and in partnership with the Ministry of Health, the University Hospital of Fez and the University Hospital of Oujda, two scientific days in favor of medical and paramedical staffs in public as well as private sectors in contact with disabled people, under the theme "The Diagnosis of Children with Cerebral palsy".

- The in-house training and skills development hub of CNMH set up a training and capacity building program in the field of autism for the CNMH Staff and partner associations as well. There were more than 150 staffs that benefited from this program during the 2017 financial year.
- In partnership with the National Mutual Aid and ANAPEC, the CNMH Development hub implemented a program for income generation promotion for disabled persons and to their families.
- The CNMH section in Oujda organized the first National race on road for people with mental disability on 23 December 2017. More than 200 athletes with mental disability representing regional sections of CNMH as well as associations partners of CNMH were to participate in this a first ever sorting event.
- The sports clubs of five CNMH structures participated in the various sporting events organized by the Moroccan Olympic Special and by the Royal Federation for the Sport of Persons with Disabilities, namely the Throne Cup, the National Special Olympic Games and the Paralympics National Games. All these took place at the CNMH of sale, in other cities of the Kingdom as well as abroad.

INTEGRATION AND LABOR ASSISTANCE CENTER (CIAT)

Inaugurated on February 2016 by His Majesty King Mohammed VI, may God be with Him, the CIAT acquired the status of Social Protection Company in 2017, strengthening the mission being assigned to it: that's of insuring equal opportunities for people with disabilities in terms of socio-professional integration, by offering them suitable working condition where they can enjoy all their rights.

In 2017, there were **49 young girls** and boys with mental disabilities (Down syndrome and mental retardation), laureates of the CNMH Vocational Training Center in beverage industries, services, floor, agriculture and gardening sectors who have been integrated at the level of CIAT. They benefit from personalized support by specialized executives in socio-psycho-education and health fields.

These young people were employed under legal guardianship of their parents, yet they benefit from a work contract allowing them to enjoy their social security rights (mutual coverage and pension), with a secure bank account at their disposal.

● 2017 Main performance Indicators

AGRICULTURAL HUB



Activities:

Gardening, Packaging, nursery, green space management. This element integrated **21 young** people with mental handicap.

SERVICES HUB



Activities:

Food and beverage industry, cooking, bakery, sales area, assembly and repair of wheelchairs unit.

This component recorded the integration of **28 young** qualified people with mental handicap.

With respect to production activity, registered commercial achievements in 2017 significantly improved compared to 2016, when activities started.



	2017	2016
Visitors	9000	9000
Bio Baskets	4000	3420
Baskets sold per week	99	63

The year 2017 also witnessed the implementation of a new project intended for developing CIAT commercial activity in external environment. It concerns the project Unvers Handi Idmaj, which was created by the Foundation, and implemented in the district of Guiche Loudaya à Temara.

This project aims at promoting the integration of people with mental disabilities into a normal professional environment, and that after going through a protected production in CIAT in Sale Al Jadida.

Two business units were launched, including a grocery store, a bakery. It contributed in integrating six young people with a mental handicap in a normal work environment. The latter qualified people undertook their training in the CNMH Center in Sale.

Other Units are under construction, specifically, a restaurant, a cafeteria, a music club and spaces for vegetable and flowers sales. They will be operational by 2018 and will help in integrating twenty qualified young people with mental disabilities in a normal space.



## MOHAMMED VI SUPPORT CENTER FOR SOLIDARITY-BASED MICROFINANCE

During 2017, the Mohammed VI Support Center for Solidarity-based Microfinance (CMS) strengthened its commitments to support both Moroccan Micro-Credit Associations (AMC) in carrying out their social missions and Microcredit beneficiary entrepreneurs by providing them the accompaniment in terms of training and giving support in marketing their products. As part of its 2017 activity, the CMS defined three strategic areas of focus set out in its 2017-2020 business plan, in accordance with the orientations of its Board of Directors:

- The increase in the number of beneficiaries of CMS Training Programs;
- The promotion of the Micro-Entrepreneur's position in the local and regional economy;
- The continued development of the CMS Observatory.

### TRAINING

Recognized by international training and qualification players as a reference relating to supporting the microfinance sector in Morocco and in due course in Africa, the CMS has maintained its proximity work and the management of training engineering for Moroccan Microcredit Associations. A wide range of training, reinforced by new tools, was thus provided to the staff of the AMC and to Micro-Entrepreneurs.

In addition to the standard training programs, the CMS offers AMC staff specific programs that were designed and implemented with the support of international partners. The programs include certifying training courses for «Credit Agents» and «Agency Managers» and are carried out in partnership with CFPB France, the «Product Innovation and Diversification» cycle in partnership with ADA Luxembourg and the Belgian NGO "BRS", as well as «professional» training courses, Financial Education, Client Protection, Social Performance.

The 2017 activity was also marked by the launch of a new project to dematerialize the training offer, in order to widen its access. Led with the support of the Ministry of Economy and Finance as well as the World Bank, it allowed the implementation of an e-learning platform: <http://www.cmselearning.ma/lms/> Operational since January 2017, it offers a wide range of distance learning modules, including a core module on Introduction to Microfinance (regulatory and institutional framework), Financial Education modules as well as cross-functional modules concerning the challenges of the customer relationship, the key factors of a sustainable customer relationship...

These modules were addressed to all AMC staff and micro-entrepreneurs. Thus, within this platform 2,985 AMC agents received

training on common core modules, Financial Education and transversal modules as well as 1,558 Micro-Entrepreneurs on five modules in Financial Education. This represented an incremental of 51% compared to the number of face-to-face staff, with a total of 9,300 training days.

In terms of face-to-face training, 4,576 people benefited nationally, including 2,174 AMC staff and 2,402 micro-entrepreneurs, with an increase of 31% compared to 2016.

### Face-to-face Workforce training table

FACE-TO-FACE TRAINING BENEFICIARIES	BENEFICIARIES	TRAINING DAYS NUMBER	PTD (*)
AMC Staff	2,014	759	5,726
Micro-Entrepreneurs	2,402	66	2,402
Total globally at the end of 2017	4,416	825	8,128

(\*) PTD: Participants Training Days (Training days x Number of Beneficiaries).

Moreover, in view of enriching its training offer, the CMS organized, from 20 to 22 November 2017 in Casablanca, a meeting with all Microfinance partners of CFPB. This meeting brought together Directors of Professional Microfinance Associations from France and 14 French-speaking African countries (Morocco, Mali, Niger, Côte d'Ivoire, Guinea, Burkina Faso, Congo, Togo, Senegal, Madagascar, Chad, Benin, Cameroon, Burundi), and Presidents and Directors of Moroccan microfinance institutions. The objective of this meeting was to lead a joint reflection on the themes of «Control and Internal Audit» as well as «Governance» in

order to identify future training programs for the Microfinance sector and thus enable it to reinforce its control of risks. It resulted in the establishment of risk management work tools, the inclusion of Sub-Saharan organizations in the international cooperation ecosystem through the signing of conventions on the exchange of information, of experience and knowledge and know-how between the CMS, the CFPB, the Microfinance African Institutions Network (MAIN) and the Professional Association of Microfinance Institutions in Sub-Saharan Africa.

The **Micro-Entrepreneurs training** program, which focuses mainly on Financial Education, Marketing Techniques, Personal Development and Communication, was reinforced in 2017 by adopting new themes such as digitization, the status of Auto-entrepreneur and formalization. With regard to the figures accumulated

since the start of its activities, the number of beneficiaries of the CMS face-to-face training actions was increased to **39,382** people, up **12.6%** from 2016, for training days' volume of **101,641** days. This increase rate of the cumulative number of training beneficiaries went up to **25.6%** taking into account distance learning.



## Accompanying the micro-enterprise and marketing support

As a continuation of its socio-economic inclusion activities for Micro-Entrepreneurs, the CMS implemented in 2017 a vast support program including training services, as well as support actions in the area of promotion and training support.

### ● Micro-Entrepreneur Regional Meetings

The CMS organized **7 "Micro-Entrepreneur Regional Meetings"** in Meknes, Casablanca, M'diq and Rabat, **720 beneficiaries** who profited from the sharing of experiences, the synergy implementation of their activities, their products exhibition spaces and a participation in training workshops.

### ● The National Award for Micro-Entrepreneur (PNME)

Organized annually by the CMS, in partnership with FNAM, the PNME is a forum which encourages micro-entrepreneurs who have distinguished themselves in many fields of activity, while at the same time improving their lively hoods and / or the life conditions of their families, through the creation of an activity with high added value, the formalization of their activity, or even their ability to reintegrate into their socio-economic environment. The fifth edition of the PNME organized on May 23rd, 2017 was a big event during which the **31 laureates including 20 women**, selected among **206 candidates**, were honored.

- 
**CMS Special Prize:**  
**EI AARAJ Mohamed**  
 Manufacture of leather goods  
 - Tangier
- 
**Microfinance and Human Development:**  
**AARIS Nezha**  
 Embroidery and Traditional Sewing  
 - Azemmour
- 
**Innovative microenterprise:**  
**Darui Issam**  
 Creation of a national transport platform - Oujda
- 
**Female microenterprise:**  
**Moumen Sfia**  
 Honey and medicinal plants - Ouezzane
- 
**Young microenterprise:**  
**Messaoudi Mohammed**  
 Party organization - Salé
- 
**Responsible Tourism and Local Products:**  
**ERRAJI Lahcen**  
 Hostel Management - Tinghir
- 
**Reintegration Prize:**  
**EL HARRAB Hicham** - Wrought iron welding workshop - Marrakech
- 
**Special Encouragement Prize:**  
**Hamdoune Habiba**  
 Butcher - El Jadida

### ● CDG Foundation Award

As every year, the CMS co-organized with the CDG Foundation, the 3rd edition of the Support Program for Income Generating Activities by supporting the creation of the young microenterprise, set up in partnership with the Jaïda Fund and FNAM.

This program aims to promote the economic autonomy of the most disadvantaged young people and facilitate their integration into the economic and social fabric of the country by contributing to the financing of their micro-projects. The financial aid award ceremony took place on December 22nd, 2017 and was an opportunity to praise **89 people** out of 143 proposed candidates. In addition to this ceremony, The CMS and CDG Foundation offered training sessions on personal development and the status of self-entrepreneurs to all the winners who were also able to exhibit their products at the CDG Foundation Gallery.

### ● Program «Min Ajliki»

As part of the partnership agreement signed in March 2017 with the Belgian association APEFE (Association for the Promotion of Education and Training Abroad) concerning the second phase of the program to support entrepreneurship «Min Ajliki», **902 microcredit entrepreneurs benefited from 14 days of training** that took place during the last quarter of 2017. These sessions were organized in the cities of El Jadida, Essaouira, Tetouan, M'diq, Casablanca and Meknes and focused on topics such as Personal Development, Marketing Techniques, Micro-enterprise structuring in micro-businesses, Financial Education, Microcredit and the status of self-entrepreneurs.

### ● National Exhibition of ECOSS 2017

As part of the 6th edition of the National Exhibition of Social and Solidarity Economy (ECOSS) held in Casablanca in November 2017, the CMS co-organized, with the Ministry of Crafts and Social Economy, exhibition and sales spaces for 200 beneficiaries as well as training session for exhibitors in relation with special themes like Financial Education, digital for producers of local and crafts products.

At the end of the Exhibition, a trophy was awarded to the CMS by the Ministry of Crafts and Social Economy, for its strong contribution to the success of this event.

This first «Rotating Exhibition» Morocco-Senegal and Morocco-Côte d'Ivoire (Ivory Coast) registered the participation of more than 520 exhibitors in total, including more than 400 exhibitors representing cooperatives, associations, mutuels and social enterprises from all regions of the Kingdom, and 120 exhibitors from Senegal and Côte d'Ivoire.

A competition was organized by the Committee of Social and Solidarity Economy and Handicrafts of the Economic Impulse Groups (GIE) Morocco-Senegal and Morocco-Côte d'Ivoire, in partnership with the CMS, to reward the best entrepreneurs from the 3 countries. This competition was inspired by the model of the PNME for its organization (application announcement, application form, scoring sheet, jury, program, ...) and three categories of awards: «Young Enterprise», «Women's Enterprise» and «Innovative Company» rewarded nine companies, including three Moroccan micro-enterprises benefiting from microcredit.

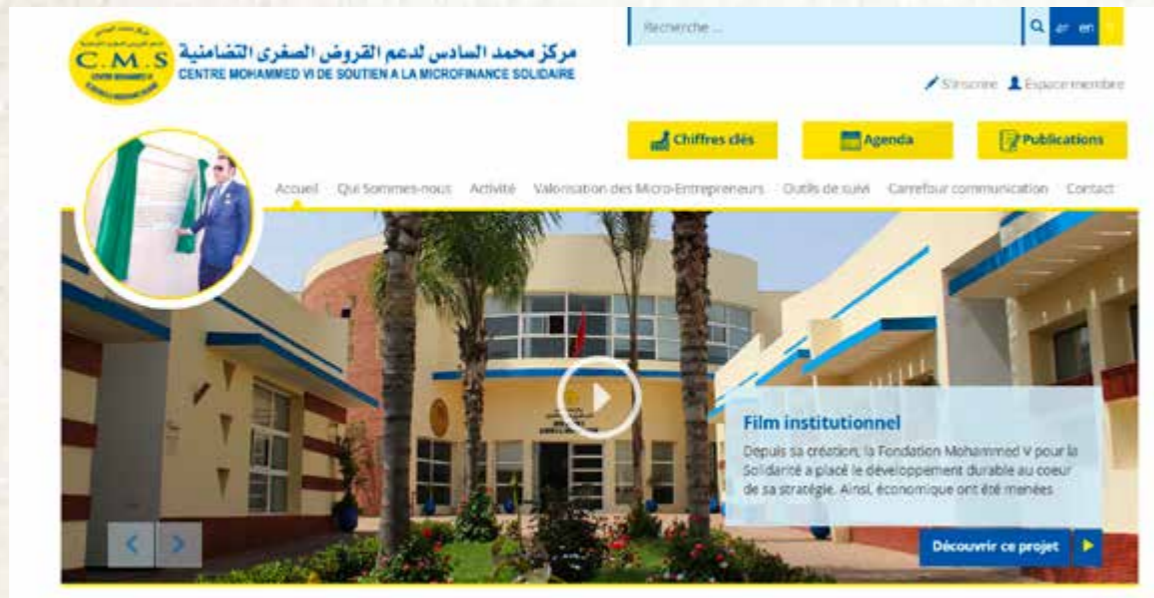


### Microfinance observatory

In 2017, the Microfinance Observatory continued its sector-based projects, which tend to strengthen its role as a space of information, analysis, Intel gathering sector, exchange of ideas and experiences, and diffusion of best practices in Microfinance in Morocco.

The projects listed below are carried out in accordance with the objectives outlined in its medium-term development plan (2017-2020):

- Spreading tools of analysis and monitoring the quantified achievements of the Microfinance sector in Morocco: monthly dashboards, quarterly notes of trends in the sector, tool «Factsheet» relating to the analysis of financial and social performance;
- Follow-up of projects of the Deauville Initiative of the World Bank, in particular: phase II of the CMS e-Learning platform for micro-entrepreneurs and AMC collaborators, Development of tools and impact study Microfinance in Morocco «and» Microfinance Potential in Morocco «supervised by the National Federation of Micro-Credit Associations (FNAM);
- Start-process of setting up a new electronic platform for automatic data exchange and quantitative and qualitative analyzes with the Moroccan Microfinance Institutions, allowing early warnings of the impending risks of the sector. The information extracted from this platform is systematically communicated by the CMS to the relevant actors of Microfinance in Morocco;
- The update of the National Microfinance Mapping in Morocco for the quickest way possible for its operation, by solving bugs, improving scripts, modifying interfaces, updating sector data and enriching them by relevant recent information from the «Office of the High Commissioner for Planning»;
- «Micro-entrepreneurs Completed Training Needs» research results will be used to establish the training plan for the micro-entrepreneurs for the year 2018 and the «Impact Assessment on PNME laureates» research for the last 5 editions (2012 to 2016).
- Launch of the lexicon project of Microfinance in Morocco;
- Supervision and support of researchers and trainees interested in Microfinance.



## CENTER FOR VERY SMALL SOLIDARITY BUSINESSES - CASABLANCA

In an economic context marked by high unemployment rate, particularly within youth (29.3% Source HCP- Principal Indicators of 3rd Quarter 2017) a category of the population that knows the highest rate, the encouragement of the entrepreneurial act is of paramount importance in the implementation of programs and mechanisms aimed at stimulating local economic activity.

The Center for Very Small Joint Ventures (CTPES) has been committed since its launch in November 2015 to contribute to this impetus, specializing in the promotion of self-entrepreneurship and entrepreneurship among young people, disadvantaged neighborhoods of Casablanca. It also serves as a solidarity incubation platform, for the development and monitoring of the activities of young project leaders.

A dynamic of support to entrepreneurship has been initiated in recent years, through the establishment of an ecosystem adapted to the needs and expectations of young people and to serve the economic growth of small businesses, able to support the job creation and the country's growth potential.

Drawing on the lessons of the 2015-2016 activity pilot phase, the CTPES has drawn up a 2017 roadmap that has clarified its position in the national entrepreneurial ecosystem, and has brought new orientations to the support system for young entrepreneurs. It has also become more open to its environment in order to broaden their networking opportunities.

## THE CTEPS IN MOROCCAN ENTREPRENEURIAL ECOSYSTEM FOR STRUCTURES SUPPORT

### Communication & cooperation

Among the main projects set out, the CMS redesigned the CMS website [www.cm6-microfinance.ma](http://www.cm6-microfinance.ma) in order to make it more attractive, more user-friendly, and especially to be in line with international standards concerning new technologies (Responsive Web Design, search engine, ...).

In order to animate the network and to provide useful information that accompany the sector, the CMS has continued to publish its electronic newsletter "Flash Info sector" and the electronic press review on Microfinance in Morocco and around the world "Flash Back".

With regard to cooperation, in addition to the renewal of partnership agreements covering cooperation in terms of expertise sharing and certification in training, support and promotion of Moroccan skills at the international level, the CMS concluded two new Partnership conventions in 2017:

**1** «Min Ajliki» partnership agreement with the Belgian association APEFE (Association for the Promotion of Education and Training Abroad) concerning the 2017/2021 cooperation program on the quantitative and qualitative improvement of women's entrepreneurship in Morocco. The objective of the program is to support the development of fair, equitable and inclusive employment and entrepreneurship for women.

**2** Partnership agreement with the Prefecture of Sidi Bernoussi Districts and the Association of Public Spaces for Development which concerns capacity building of small enterprises in the formal sector through self-entrepreneurship.

Awareness-raising

Entrepreneurial Assistance

Funding

Incubation

Networking

Pre-Creation

• Awareness-raising

Creation

• Priming  
• Start-up

Post-Creation

• Development  
• Maturity

مركز المقاولات الصغرى التضامنية  
Centre des Très Petites Entreprises Solidaires



## A NEW ROAD MAP: TOWARDS AN ENHANCED ASSISTANCE PLAN OF ACTION

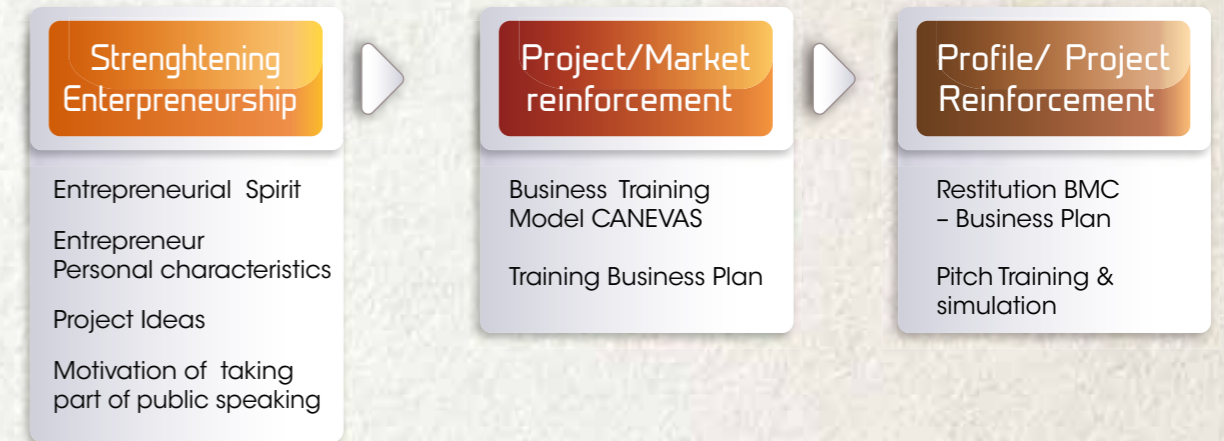
The year 2017 was marked by the introducing new provisions in the intervention mechanisms. Either upstream of downstream of assistance plan of action. The latter have been clear based on the feedback of various projects undertaken during the 2015-2016 financial year, indeed, they helped in better identifying and understanding technical, functional and managerial gaps and needs of young entrepreneurs, and helping to provide more effective answers and methods.

### ● Consolidation of the dissemination phase of call for project

In an attempt of improving the sourcing phase, the CTPES altered its offer through raising youth's awareness. With an objective to motivate youth to become entrepreneurs, the stage of raising awareness and driving the spirit of entrepreneurship was introduced in the process even before presenting practice and managerial advises. This step is initially achieved in collaboration with local partners, stakeholders of development activities generating incomes as well as professional training structures.

### ● Expansion of the screening stage by training

Process and tools:

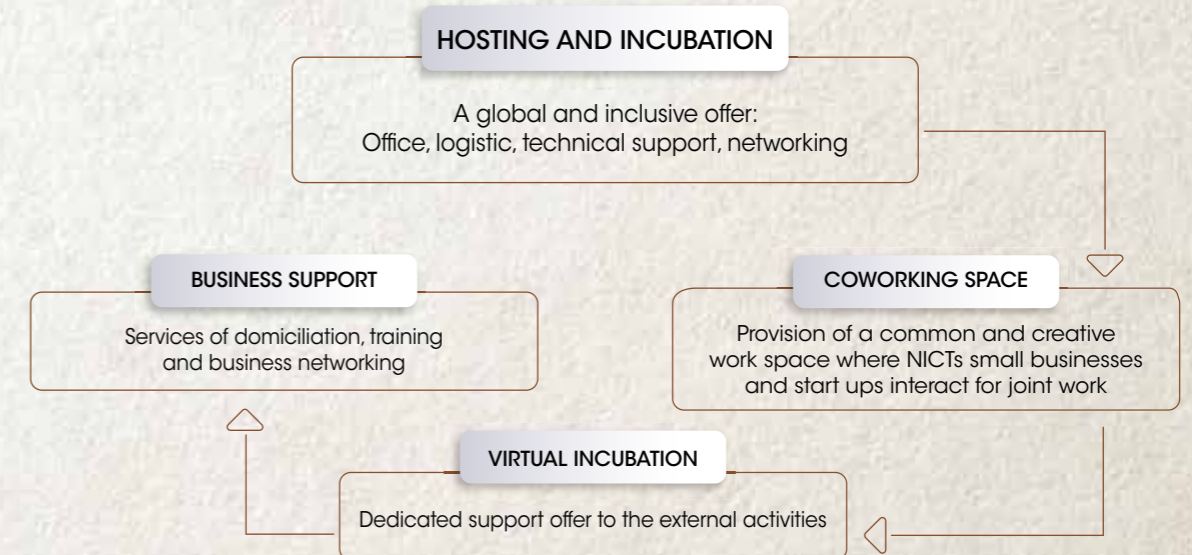


### ● An integrated and expanded service offering

In order to meet the demand expressed by young entrepreneurs and to respond to the imperatives of the economic environment, the CTPES has proceeded for its 2017 activity to expand its support system, increasing

its capacity and integrating new forms of intervention that have been activated beyond CTPES premises. This new intervention scheme is illustrated as follows:

The methodology adopted for this stage is schematized as follow:



As for the benefit offer, it has been renewed and deployed according to the following components:

Developed, attractive and multifunctional premises in situ;  
 Training programs adapted and specifically designed according to the profiles of young people and the activities of very small businesses,

Logistical support, through the provision of equipment, meeting rooms and computers;

A coaching and consulting service offered as a package and dealing with various areas, including taxation and accounting, financing, human resources, administration, marketing and commerce as well as communication, etc.

Support in finding financing solutions covering banking services, microcredit, investment funds, crowdfunding, business-Angel and donations;  
 Linking with the national and international networks of the CTPES.

Thanks to this new awareness and sourcing approach deployed by CTPES, the selection made it possible to better target future solidarity entrepreneurs and reduce the attrition rate of the bidding candidates during the awareness and selection training phase. Indeed, the loss rate recorded this year on the training phase was only 5.6%, as indicated by the balance sheet of the project carrier selection activity, following the new approach adopted.

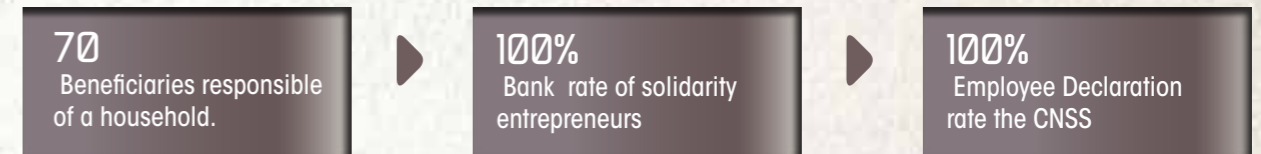
### ACTIVITIES IN NUMBER (Since the Center's creation)

#### CTPES Performance Indicators

##### Economic Impact



#### Impact social



#### Building Entrepreneurial Skills

In 2017, the CTPES organized, for the benefit of 291 young people from the 2016 - 2017 class and project leaders, 30 training, information and awareness workshops.

He also took part, with the participation of young entrepreneurs, in specialized events and trade fairs, which were an opportunity for VSEs to present their activities and to establish new commercial relationships.

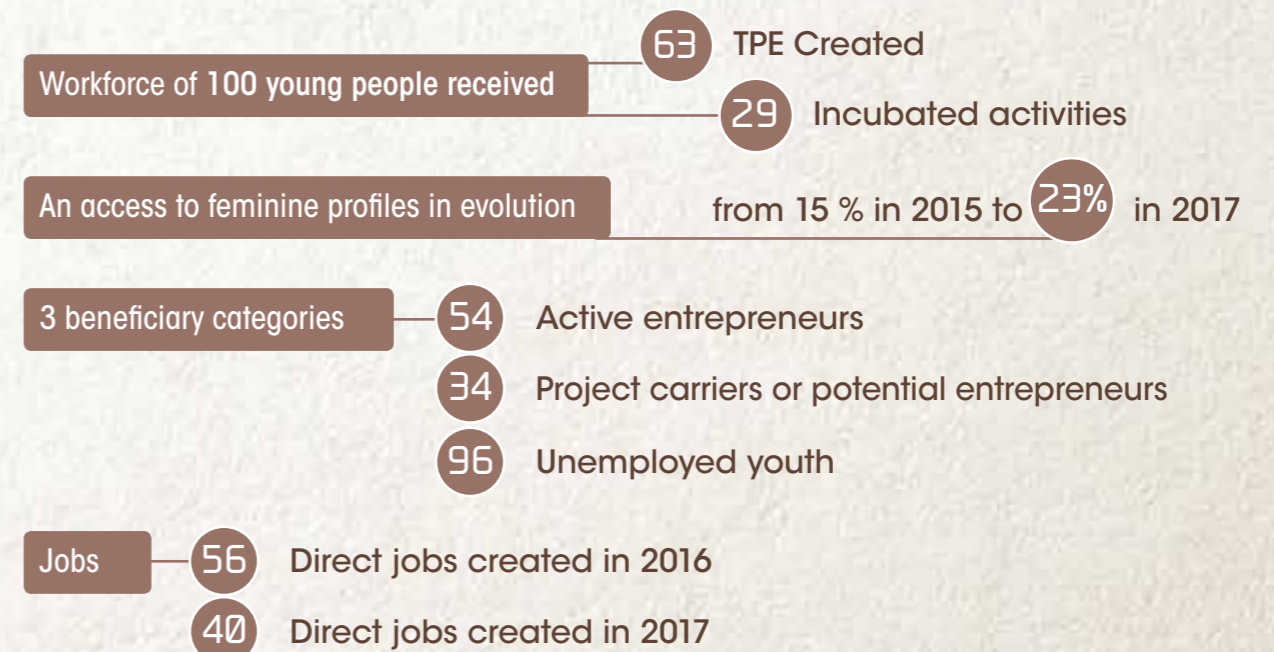
#### Economic Indicators and Characteristics of Solidarity TPEs

The cumulated turnover realized by the VSEs, in two years of activity of the CTPES, totaled an amount of 15.48 million dirhams. This, thanks to an optimal and harmonious

combination between logistical support and daily support. The young TPEs have thus benefited from the key factors of success and motivation to carry out their project.

2015 :	MAD 5 006 974
2016 :	MAD 5 067 647
2017 :	MAD 5 406 768

#### Socio-economic Indicators







## PROMOTION - Cooperation and Communication

During the financial of 2017, the CTPEs conducted several promotional activities which contributed in enhancing national and international cooperation in terms of expertise change, and also strengthening ties between young active entrepreneurs and that through offering them a larger access to networking.

### ● National and International Cooperation

- **Partnership with UN Organization for industrial development (UNIDO) and The Arab International Center or Entrepreneurship and Investment (AICEI)- Bahrain**

In November 2017, the CTPEs participated in the International event "The World Entrepreneurs Investment Forum", a big mass of economic and institutional stakeholders, experts and entrepreneurs representing 80 countries to participate in the best practices and create a network for exchange and funding to achieve millennium objectives aimed at development. This manifestation significantly contributed to the final phase of UNIDO's certifying training and was an opportunity to develop a partnership to promote entrepreneurship in the MENA region.

- **Partnership with Switchmed for green space entrepreneurship promotion**

This one concerned the organization of support and assistance program of green eco-entrepreneurs, which lead to



the creation of map of green funding stakeholders in Morocco, as well as the organization of training sessions, coaching and pitching for the benefit of young green project beneficiaries of the program. These sessions had place before a meeting between investors and entrepreneurs "Green Startups meet investors".

- **SIEMed Network : Workshop for the validation of local strategy and implementation of actions plan**

Moroccan stakeholders of SIEMed, which is a network for assisting entrepreneurship in the Mediterranean, social economy and solidarity created in 2016, met on October Tuesday 17 at CTPEs to validate the Map Road aimed at supporting the creation of economic activities in Morocco. The CTPEs, in team with Attawfiq Foundation, was organized by the Comity of location action to represent Morocco in International governing body of SIEMed network.



### ● Business Promotion

- **Launching of the first « Club of Solidarity Entrepreneurs»**

It's a new project which represents a platform for experiences sharing, and creativity between TPES youth (who are the two first graduates of CTPEs). The platform will also contribute in creating business synergies for both between the different created economic activities as well as to addressing external partners.

It was thus in a climate of conviviality and a team spirit that this workshop was organized in November in Marrakech by the CTPEs and it was the kick-off of the "Solidarity Entrepreneurs Club" composed of 54 young members.

- **Participation of TPES in national fairs and exhibitions**

The CTPEs work plan of assisting CTPEs is considered of a tremendous importance to the networking and professional interrelation for young solidarity entrepreneurs. This is carried out with the objective to open up opportunities for business development and sharing of expertise with professionals.

Young entrepreneurs, who were assisted by the CTPEs teams, participated in the same context in many manifestations during 2017, particularly:

- **Maroc Green Africa Innovation Booster in Marrakech** between 12 and 13 July was an event aimed at encouraging green creativity and support mechanisms for research and innovation in the African Continent. This first edition brought together about 450 participants representing more than fifteen African, European and Asian countries, in which 2 young entrepreneurs of CTPEs invested in green jobs.

- **Morocco Industry in OFEC in Casablanca**, from 8 to 11 November, was a professional fair dedicated to industrial sub-contracting, production and maintenance as well as to industry services.

7 young solidarity entrepreneurs participated in this fair through and exhibition stand and successes in establishing business relationships.

- **BTP fair and BTP forum, was the big annual event of BTP professionals organized in Casablanca.** A strong moment which knew the participation of young entrepreneurs and the CTPEs through a presence on 5 stands. The latter contributed in the several business agreements, notably word working equipment of the Egyptian Embassy in Morocco and the dressing of stand on behalf companies in upcoming trade fairs.

- **MED IT Fair, on fundamental event of NTC sector, in Congress palace of Skhirat**

The 16th edition, organized between 28 and 29 November and which marked the participation of more than 50 foreign businesses coming from the United States, Spain, Japan, United Emirates Arabs and India. The event contributed in establishing first business contacts to 3 young solidarity exhibitor start-ups.

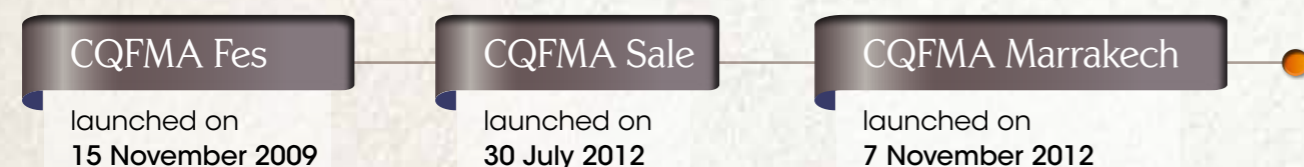
## PLATFORM OF TRAINING AND QUALIFICATION CENTERS IN ART CRAFT PROFESSIONS

Moroccan craftsmanship remains a rich and diversified art of know-how and creativity. It forms an integral living part of a secular heritage, which reinvented itself throughout modern techniques of production and design without losing its authentic touch and traditions associated to each religion. It also considered a significant growth potential as a productive sector, generator of significant employment and export performance.

It is something common that the Foundation gives the priority to the sector of crafts and makes of it a target for integrating young people from underprivileged backgrounds, through a proper skills training program, focusing on learning and transfer of knowledge to form craftsmen masters. The implementation of this program was based on a social and economic approach that integrates the different components of craft ecosystem, mainly:

- The creation of new generations of craftsmen having qualifications that meet the needs of the market ;
- The valorization of crafts products and assistance in the marketing the promotion of entrepreneurship;
- Improving socio-economic conditions and the supervision of craftsmen.

Being implemented in 2009, this reference program is considered today a genuine platform for the promotion of craft, rooted in the local and national socio-economic environment and carried out by integrated complexes namely centers of training and qualification in craft professions in cities of Fez, Sale and Marrakech. There are Three levers of action that demonstrate the Foundation's commitment to create appropriate conditions for a better integration of young people and as well as populace in precarious condition.



### Training and Qualification Center in the Craft Trades - FES

The first center created by the Foundation as a national organization, the Training and Qualification Center in the craft trades of Fez (CFQMAF) has today, after eight years of activity, with a reputation that goes beyond borders. The city of Fez, as a tourist destination rich in more than 1200 years of history and endowed with a living heritage, has given a strong exposure to the CFQMAF and an important visibility to the trades and the craftsmen's corps which are there represented. This continues to have a positive impact on the efforts CFQMAF continues to make in favor of training and the integration of young people, and opens up broader prospects for the creation of economic activity.

In the continuity of its missions, the CFQMAF declined actions 2017 around the following axes of intervention:

- Consolidation of training by the apprenticeship mode for young apprentices from disadvantaged backgrounds;
- Continuation of the continuing training program for artisans;
- Support for the integration of laureates into working life, with the development of the leverage to support the creation of economic activity through the implementation of the PIAE at regional level;
- Promotion and development of cooperation with craftsmen.



### TRAINING PROGRAM

#### ● Training through learning

The apprenticeship training method in force at CFQMAF covers 6 sectors of activity (textiles, wood, metals, leather, earth and plant-based materials) divided into 24 trades, for which the training period varies between one and two years, according to the following typology:

#### 1 year training

Crafts: babouche, embroidery, traditional sewing, trimmings, wood painting, plaster work, binding and gilding, wood carving, tapestry, carpet weaving, traditional weaving, woodturning and basket making

#### 2 years training

Professions: jewelry, carpentry, metalwork, musical instrument manufacturing, modern leather goods, traditional leather goods, carpentry cabinetwork, pottery, zellige work and upholstery.



For the year 2017, the CFQMAF registered the enrollment of **472 young apprentices**, a slight increase of nearly 5% compared to the 2016 activity. This global workforce, including **131 female elements** (27.8 %) was distributed between **402 new entrants** in first year and **50 apprentices** who made their transition to second year.

More than half of these young apprentices were welcomed in the external environment, with the artisans who supervise their technical and practical training within their production workshops. Indeed, **out of the total workforce of 140 partners (mono-craftsmen and / or structured companies)** participating in the apprenticeship training program, 118 entities supervise young people outside the center. It should be noted that the most popular sectors are traditional sewing, tapestry, jewelry, plaster, ironwork and carpentry.

The graduate of the 2015-2016 winners saw a total of **270 graduates**, including 114 women.

**60 young people** graduated from training programs in two years.

**210 young people** received their diploma or certificate of professional learning after one year of training.

### In-house Craftsmen training

The in-house craftsmen training, is one of the main activities of the CFQMAF, focusing in 2017 on the strengthening of business skills, through modules related to new techniques of production and product enhancement. As a continuation of the training program supervised by the partnership agreement between the CFQMAF, the Foundation and the Ministry of Crafts and Solidarity Economy, 435 artisans from the Fez region were able to benefit from 12 training modules throughout the year.

This program was supplemented by French language learning and practice workshops led by the French Institute of Fez, benefiting 120 artisans.



## LAUREATES ECONOMIC ASSISTANCE AND INTEGRATION

In accordance with missions assigned since the start of its activities, the CFQMAF continues its actions to support young graduates in their access to employment and financial empowerment. These are based on a system that covers three levels of intervention: awareness and training help with hiring and support for self-entrepreneurship or the development of economic activity.

For the year 2017, the accompanying activity was marked by the following main achievements:

- the implementation of the Inclusion Program by the Economic Activity launched by the Foundation in 2016, which resulted in the selection of 6 project leaders including 3 in activity (2014 to 2016), among 20 projects worn by the winners of the center of the last three promotions. These young project leaders will benefit from a training program in business creation, business development and post-creation monitoring, combined with equipment support to be supported by the Foundation.

### Selected Projects

- 2** leather goods activities
- 2** joinery activities - wood
- 1** women's pottery-zellige cooperative
- 1** cutting activity - sewing

- the coaching of 91 TPE creation project leaders, whose support enabled the creation of 26 VSEs in the areas of services, small industry and crafts, including 3 VSEs supported by CFQMAF graduates;
- and the organization of 12 job search workshops for **215** apprentices and laureates, conducted in collaboration with the ANAPEC cell located in the center.

In addition, the CFQMAF also supported the inclusion in the labor market of the outgoing promotion 2016 - 2017, with a registered insertion rate of 70% (number of 189 laureates).

**184 young apprentices** inserted in host companies outside the center

**5 young apprentices** inserted into the internal production workshops at the center.



## COOPERATIVES SUPPORT AND MARKETING ASSISTANCE

The year 2017 saw the launch of the Solidarity Market in Casablanca, a social project initiated by the Foundation as a fair trade platform, dedicated to promoting and promoting the products of women's cooperatives. This launch required the pooling of efforts at national level, with the aim of creating a commercial offer of local products and quality craftsmanship, which pays tribute to local heritage and know-how. The CFQMAF took part in the launching scheme by acting as a relay in the supply chain with local cooperatives. He participated in the constitution of the network of suppliers' partners of Le Marché Solidaire, selecting the cooperatives active in the region, more precisely those operating in Fez, Taounate, Boulemane, Taza, Ifrane and Azrou.

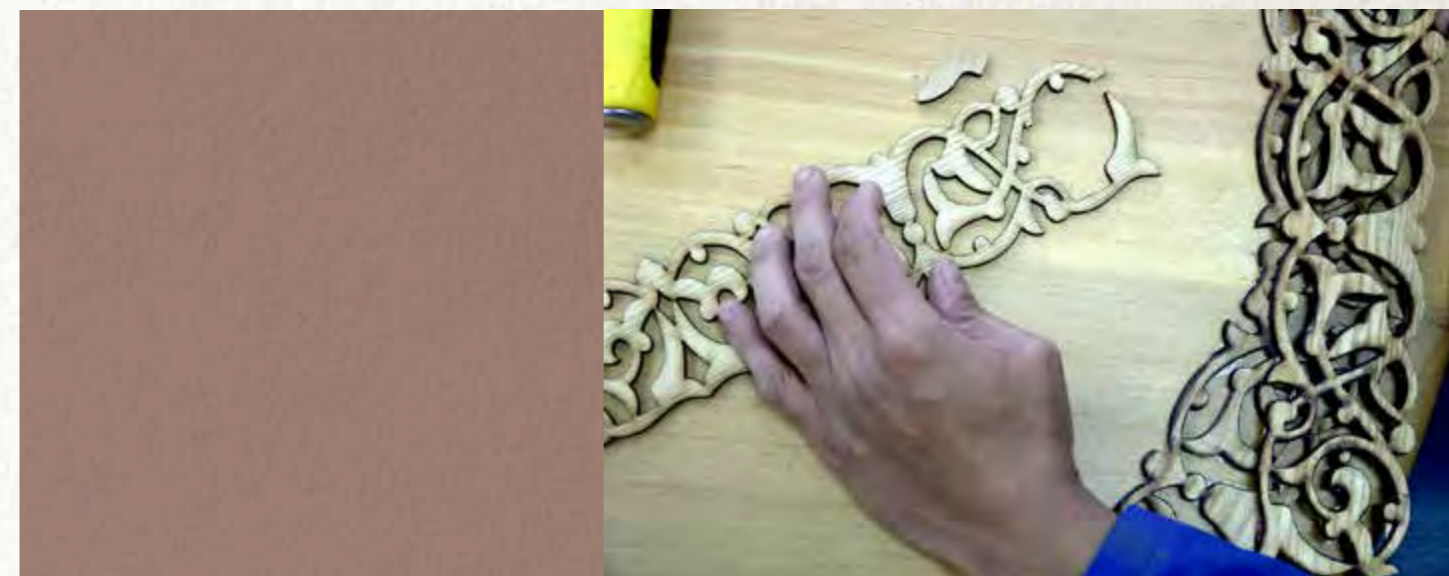
The selected cooperatives were accompanied in a second time, through a program of upgrading and valorization of products led by the CQFMAF, prior to referencing the Solidarity Market.

**23 cooperatives** of traditional weaving, carpet making, pottery, leather goods and brassware have been referenced, among which 14 cooperatives relied on the CFQMAF as a logistic support that facilitated the delivery of products to Le Marché Solidaire.

## PROMOTION - Communication & cooperation

The main actions carried out by the CFQMAF focused on developing partnerships and promoting the activities of the center. This has two objectives: to reinforce training and support measures for young apprentices and craftsmen, and to create commercial opportunities for artisanal production. Highlights of 2017 include the following achievements:

- Cooperation with the English Teaching Internship Initiative (ETII), the Sidi Mohammed Ben Abdellah University and the Regional Directorate of Crafts in Fez, which focused on the free teaching of English to **243 young apprentices** including 131 female elements and **41 artisans including 27 craftswomen**;
- Cooperation with the Hadj M'Hammed Kadmiri Foundation, the GREF (Group of Educators without Borders) and the Regional Directorate of Crafts in Fes, for the reinforcement of the capacities of the supervisors and trainers. **11 workshops** were conducted on the themes of improving the quality of training, the use of computer tools and computer-assisted drawing.



- International cooperation: the CFQMAF organized a series of visits to discover and share experiences with operators of foreign formations, including the Rhode Island School of Design, HEC Montréal, the University of Amsterdam and Astrumcollege and the University Florence;
- Participation in two major national events promoting handicrafts: the 5th edition of

the Min'Yadina Fair held in Rabat from 6 to 10 December and the 4th edition of the Handicrafts Week, organized in Fez between 22 and 30 December. These two annual events were an opportunity to present the latest productions of artisans and young apprentices operating in the center, but also to establish a networking business for future orders.

## TRAINING AND QUALIFICATION CENTER IN THE CRAFTS OF PROFESSIONS - MARRAKECH

A national organization, the Training and Qualification Center for Crafts in Marrakech (CFQMAM) deployed its 2017 roadmap on five priority areas for enrichment, implemented for apprentices, laureates and craftsmen:

- The continuity of the training program for apprentices and artisans in the Marrakech-Safi region, with the implementation of an additional theme of Rapid Training for young people;
- The strengthening of interventions aimed at developing technical, organizational and transversal skills for artisans and cooperatives;

- The deployment of new levers aimed at professional integration and the creation of economic activities;
- Consolidation of support for the marketing and upgrading of cooperatives in the region, with a new level of intervention driven by the opening of the Solidarity Market in Casablanca;
- and the continued activation of the center's promotion through national and international cooperation.



## TRAINING PROGRAM

### ● Training by learning

The apprenticeship training method programmed for young people aged between 15 and 30 is supervised by craftsmen both in the outside and inside the center. This technical and practical course, which is pursued within eleven months a year, covers 22 trades, including wood, leather, felting, traditional weaving, brassware and sewing sectors which are the most popular. The learner is awarded a diploma upon completing the training in one or two years in vocational training or professional apprenticeship certificate for primary grade profiles.

In 2017, the Apprenticeship Training Program registered **912 apprentices**, including **572 women**. This overall workforce includes **840** new entrants in the first year and **72 apprentices** in the second year, with a **49% increase** in new registrations compared to 2016.

The year 2017 was marked by a decline in attrition, which went from **35.51% to 21%** (October 2017). This was made possible thanks to the center's monitoring and support policy, in close collaboration with the tutors and parents of young apprentices, as well as the implementation of support and training measures, encouragement, including the awarding of weekly allowances to pay for participation in production, assistance with the acquisition of urban transport cards for young people living outside Marrakech and the creation of a listening cell dedicated to solving problems related to the family environment.

Among the new apprentices, **118 young people were welcomed** in the center, in the 6 sectors of wood, land, textiles, metals and plant-based activities. **The other 722 went directly to the workshops of craftsmen** operating in Marrakech, Chichaoua, Al Haouz and Rhamna, still in the same sectors of activity.

The 2016-2017 laureates' promotion reached a total of **748 graduates**, including **539 women**.

**629 young people graduated** from the jewelery, traditional sewing, embroidery and sewing, carpet, trimmings and artisan weaving sectors.

**119 young people were awarded their professional apprenticeship certificate** in the ironwork, brassware, pottery and ceramics, leather goods and musical instruments sectors and one year for the rest of the sectors.

### ● Short Training

The center has recently committed to broadening its focus by opening the path of apprenticeship training to new target populations among young people. It has thus enriched its training cycle by launching a specific short-term program, which promotes rapid integration into the labor market. This is the new theme Fast Training that has been addressed to young people with special needs and young people in difficult situations. It consists of a 4-month training program applied to trades and sectors - such as trimmings and ceramics - which pose no physical or handling risk for young people with reduced abilities.



This program was set up as part of new partnerships with the National Association for Drug Risk Reduction (RDR) and the American Center Center (ALC) in Marrakech to support specific profiles of young people through dedicated coaching.

**6 young beneficiaries** of the male anti-drug withdrawal program were able to follow the rapid training course and were reintegrated into the craft sector.

Similarly, **3 blind girls** were trained in trimmings and ceramic pottery, and were inserted directly into their host enterprises.

### ● In-house training

The in-house training was programmed to the benefit of artisans and cooperatives in the Marrakech - Safi region has been divided into two areas of intervention:

- The reinforcement of technical skills in terms of jobs, management, innovation as well as the extension and application of hygiene and safety measures in production workshops; a component

that is framed by the partnership between the Foundation and the Department of Crafts and Social Economy.

**460 craftsmen and craftswomen in the Marrakech - Safi region** benefited from training sessions at the center. They focused on the topics of repair and maintenance of sewing machines, production techniques in leather, textile and wood dyeing, baking techniques and heat treatment in ceramics and pottery, manufacturing techniques in jewelery and metals.

**20 cooperatives** that were able to attend cross-training sessions related to marketing and business management techniques, innovation and design and hygiene and safety

- Awareness raising for craftsmen, apprentices and staff of the center's management to improve the quality of supervision and learning of young people and knowledge of the professional environment.



## ECONOMIC ASSISTANCE AND INTEGRATION OF LAUREATES

In the continuity of its program of follow-up of the laureates which aims at the accompaniment and the help to the professional and economic insertion, the CFQMAM strengthened its interventions in the field of cooperation, coaching and support to the creation of generating activity of income.

The various actions carried out during the year 2017 thus focused on:

- The new participation in the Integration Program by the Economic Activity initiated by the Foundation, through which profiles of project leaders have been identified in order to benefit from support in technical support and business creation ;

**15 young project carriers from the center** were selected by the technical commission composed of members of the Foundation, Maroc PME and representatives of the center. They will benefit from support in management and project management, as well as financial support for the creation of their activity for the 2018 financial year. A post-creation follow-up will be implemented in order to evaluate the management and development of the project.

- The development of new collaborations with economic and institutional stakeholders in the region, with the aim

of strengthening support and assistance to professional integration from the 2018 financial year. The center has thus concluded agreements with the Tensit Region Development Center, Marrakech Mobadarra, Regional Tourism Center, Assafou Association and Cooperatives «Women of Marrakech» and Design School Denmark;

- the organization of training and coaching actions, as part of the implementation of the partnership agreements established in previous years, with the intervention of ANAPEEC, the Regional Investment Center, ODECO and the Handicrafts Directorate, who participated in sensitization and skills building sessions for laureates engaged in self-employment, the creation of cooperatives and micro-enterprises.

**398 apprentices** have benefited from this training on CV development techniques, job search and interviews

The year 2017 was marked by an insertion rate of the laureates (348 workforce of the class of 2016) which reached the level of **77.59%**, ie **270 young people** who have joined the labor market or who initiated projects of economic activity. This level of integration is the result of the collective efforts made by the center, the partners and the local economic fabric.



166

**Young apprentices**

have joined the Job market of which **30** have created **5 cooperatives** in the province of Marrakech

1

**Cooperative**

of **17 members**

- Pottery activity in Agafay

4

**Female cooperatives**

of **13 members**

- Textile activity in Oulad Hssoun and Mhamid

96

**Young apprentices**

were inserted in the host companies

8

**Young apprentices**

have been inserted into craftsmen workshops operating at CFQMAM

## SUPPORTING COOPERATIVES AND ASSISTANCE IN THE MARKETING

As an integral part of the platform of training and qualification centers for crafts, the CFQMAM took part, along with the other craft centers, in the launch of the Marché Solidaire. Indeed, as a reference in the Southern region in direct relation with the economic fabric, it served as a local relay for the needs of referencing products from local artisanal cooperatives. He has been involved in the identification and selection of cooperatives operating in the Marrakech region, the evaluation of the quality of their products, providing technical support to cooperatives requiring upgrading at the level of production valorization (packaging design, costing of the product, labeling ...). Twenty Cooperatives were selected and assisted during the process of referencing. The CFAMAM also participated in the development of crafts spaces within the same Solidarity Market, so to add its expertise at the level of products arrangement and layout.

### PROMOTION - Communication & Cooperation

The CFQMAM has been pursuing its efforts all over 2017 vis-à-vis the mainstream, and developing new collaborations with the goal to reinforce institutional cooperation in favor of youth training.



The CFQMAM also participated in several regional manifestations, mainly:

- The employment Caravan of AmalJOB group, organized on March 16 in the region of Marrakech-Safi and this was also an opportunity to offer to young people an overview on the workplace, through various activities and workshops. 100 young laureates participated in the different workshops.
- MINYADINA exhibition can be considered as the main annual craft event dedicated to the promotion of this sector aimed at the boosting the marketing of local products. With 12000 professions visitors (Architects, decorators, professionals of the sectors, designers, foreign importers) and a large public which visited the exhibition to discover the artisan heritage from 6 to 10 December. It forms a real platform for prominent development and business for the CFQMAM.



Equally, the CFQMAM carried out a program of animation and awareness rising in the center, through the organization of many events in favor of young apprentices and craftsmen as well as for the mainstream and the local and foreign institutions:

- Workshop under the theme « starting up a project with MAD 0 », in partnership with the Association of drugs reduction and Moroccan center of participative fund.
- A job workshop for the creation of crafts cooperatives, in partnership with the RAYR Association and the Center of Tensift region development in favor of 100 apprentices.
- Open days for commercial ends, in order to discover the new products lines of the CFQMAM with foreign business men (USA, Asia, Africa & Europe) and to create orders.
- The visit of various political personalities and international delegations with the purpose to exchange experiences and technical know-how, notably the visit of the Ministry of technical and professional education and of qualifying training and hiring of Congo Republic, and a German delegation of Hochschule Niderrhein University.

With regard to cooperation aspect, the CFQMAM concluded various partnership agreements, in the light of strengthening

technical assistance of young apprentices for the creation of income generative activities and to support business development.

- Agreement with the Center of Tensift Region Development and the International Bank which contributed in the integration of 150 laureates (graduates of 2015 and 2016);
- Agreement conclusion with the Regional Investment Center, particular focus was directed towards the assistance of craft businesses function in branches like decoration and traditional building and that in terms of awarding contracts to investors;
- Agreement conclusion with the Regional Center for Tourism which had the goal to integrate the CFQMAM in touristic visit circuits and also to participate in touristic fairs and exhibitions organized at the international level;
- Agreement with the Cooperative "Women of Marrakech" and the Danemar Design School, to train craftsmen and young apprentices in fields of design, innovation and creativity.
- Agreement with Marrakech Mobadarra for the assistance of laureates in terms of economic activities creation projects funding.





## TRAINING AND QUALIFICATION CENTER IN CRAFT PROFESSIONS-SALE

Along with the existing centers in Fez and Marrakech, the Training and Qualification Center in Craft professions in Sale (CFQMAS) pursues its training mission of apprentice in favor of youth in the region of Rabat-Sale, by offering them a learning space in accordance with their needs in terms of profession based skills and assistance to have a financial autonomy.

To keep on this commitment, the CFQMAS oriented its mission of activities 2017 to the following axes:

- To carry on the training program of apprenticeship in favor of young apprentices and in-house training for the craftsmen of the region of Rabat-Sale;
- Strengthening the assistance of young laureates in terms of accessing marketplace and supporting them in the creation of income generative activities;
- And the development of promoting activities.

### TRAINING PROGRAM

#### ● Training by learning

During 2016-2017, the CFQMAS registered a global workforce of **304 registrations** in which **157 girls**, which explains an increase of 52 % compared to the number of girls-apprentices received in 2016.

This graduation includes **292 young apprentices** entering the first year of the training and **12 apprentices** who entered the **second year** of the training.

Of the total number of apprentices, **135 young people** were received in the center and the remainder **169 joined crafts workshops** which operating outside the center. The supervision in the practice training of young apprentices was achieved by **59 artisanal entities** (6 businesses and 11 cooperatives) and mono-craftsmen (42 production workshops). 10 operating within the CFQMAS and 49 are hosting young people outside.

In terms of the training branch choice, young apprentices were mainly oriented toward traditional dressing, tapestry, sewing, ironwork, carpentry, basketry, ceramic pottery and traditional zellige. The first four sectors alone accounted for 74% of the total workforce.

Traditional sewing	102	apprentices
Tapestry	50	apprentices
Sewing section	49	apprentices
Metalwork	25	apprentices
Carpentry	22	apprentices
Basketry	15	apprentices
Ceramic pottery	8	apprentices
Traditional Zellige	4	apprentices



The 2016-2017 graduate laureates knew a total workforce of 215 graduates including 129 women.

**189 young people obtained their diploma of professional specialization, including 120 women.**

**26 young people including 9 girls were awarded their professional apprenticeship certificate.**

Traditional stitching	93
Sewing cut	38
Upholstery	37
Basketry	13
Plaster sculpture	11
General carpentry	10
Wood carving	6
Art wrought iron	6
Traditional Zellige	1

#### ● In-house training

The in-house training program in 2017 was marked by the focus on three fundamental intervention axes, which include the technical strengthening of local know-how, qualitative improvement of production and business effectiveness. 847 craftsmen benefited from this training, the feminine character marked this program as 336 craftswomen benefited from.

It focused on following different workshops:

- 2 training sessions in favor of 27 participants, on recovery and sale techniques themes;
- 7 training session offered to 212 craftsmen and carried out in collaboration with the Office of Development and Cooperation (ODECO), the theme was focusing on the creation of cooperatives and the valorization of crafts fields;
- 29 training sessions offered to a population of 608 craftsmen heading from regions as Rabat, Sale, Temera, Kenitra, Sidi Kacem, Khemisset and Tifelt, centered on the reinforcement of techniques in weaving, woodworking, pottery-ceramic, basketry, leather and metals.



## ECONOMIC ASSISTANCE AND INTEGRATION OF LAUREATES

In 2017, the CFQMAS carried on its assistance interventions for young graduates, for instance, facilitating the access to labor market through professional integration and encouraging entrepreneurship through creation or development of businesses. In the same line, the CFQMAS, reference centers of Fez and Marrakech as a stakeholder participated in the implementation of integration program through economic activity, craft section in the region of Rabat-Sake. The collaboration plan mobilized the efforts of the Entrepreneurial unit, which were deployed in the financial years of 2016 and 2017 program according to the following actions:

### ● Assistance of the First Graduate of PIAE

**10 Projects selected** from the shortlist of 18 candidates, including 4 female profiles. These were active projects, most of which were won by the Center's 2014 and 2015 graduates, including two top prizewinners in tapestry and wrought ironwork. They benefited from a grant from the Foundation in the form of equipment and materials, allocated for purposes of valorization of production and development of the activity. At the same time and in accordance with the two-year follow-up and coaching program, managerial skills and business development sessions were organized for young self-entrepreneurs, with the assistance of the Foundation and Morocco teams. SMEs.

### ● Launch of the 2017 phase of the PIAE

**Preselection of 14 Project carriers**, including 4 female members out of 20 projects presented to the evaluation commission composed of the entrepreneurial unit, the Foundation and Maroc PME.

#### Selection of 10 projects

Six profiles come from the CFQMAS training circuit for sewing, tapestry and ironwork. The other four were presented by the Development Initiatives Association, focal point for the program at the regional level.

Pre-coaching workshops on project planning and business plan prerequisites have been dedicated to prepare them for the selection phase. In the same way, coaching sessions for the improvement of public speaking and presentation of projects were organized as a second step.

### ● Assistance in accessing job market

The various interventions carried out by the CFQMAS in support of young graduates of 2016 class, resulted to a report marked by a relatively low insertion rate estimated at 27.19% (including the share of laureates who received assistance of PIAE). Only 21 graduates joined labor market, and in which 7 young people amongst them chose entrepreneurship:

| **1 laureate** inserted in the internal production workshops at the center

| **13 laureates** recruited in a pillow business

| **7 laureates** created cooperatives

- **2 women's cooperative of 8 members- dress-making activity**
- **1 Male cooperative of 5 members- Carpet activity**

In the same vein, the CFQMAS organized on 28 February an in situ visit of a delegation of 7 women diplomats' representing Spain, France, Cameroon and Zimbabwe.

In what comes to the strengthening of international Cooperation, the CFQMAS received on 16 February a Belgian delegation of academics and training professionals to share the best practices and experiences in terms of training in apprenticeship, and support for youth integration.

## PROMOTION- Communication & Cooperation

Within the framework of its animation activities, the CFQMAS, always concerned to create opportunities of promotion and visibility in favor of craftsmen and its training mission, took part in demonstrations with national and international scope. It concerns specifically the Regional Fair of Crafts-Sale-Kenitra which was organized by the Regional Chamber of Crafts from 21 to 30 July and the 5th Edition of MINYADINA Show organized from 6 to 10 December. These two events were an opportunity to spotlight craftsmen and apprentices products, an indoor through which they can showcase their know-how and sell their products to a wider public and professionals.

### ● Social Annex Activity

**25 & 26 May**

An organization of a multidisciplinary medical caravan in favor of handicrafts apprentices and their families.

**16 June**

Collectif Four event, with an animation program organized around Madih and a parade of traditional outfits made by young apprentices.







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