

ACTIVITY REPORT

# 2018





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His Majesty King Mohammed VI, may God help Him,  
and His Royal Highness The Crown Prince Moulay El Hassan

Laying of the foundation stone at The Centre  
for Vocational Training and Job Integration  
Sidi Taibi - May 21<sup>st</sup>, 2018

“ In order to materialize our vision of development and of the policy of sharing development fruits, we have engaged the Foundation on two paths: that of redistributing its funds to promote social action, and partnership to carry out its programs. ”

His Majesty King Mohammed VI, may God help Him  
Launch of the 4<sup>th</sup> National Solidarity Week  
Marrakesh, November 8<sup>th</sup>, 2001





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DIVERSIFIED RESPONSIBILITY FOR EFFECTIVE AND STABLE SOCIAL WELFARE

Taking Action – Federate Actors – Innovating



# Taking action

The Foundation continues to advocate for viable socio-economic inclusion for the deprived members of society. It has stepped up its activities, triggered several means of mediation and through its projects brings about positive change in society.

2018 operations expanded to create new centres in various regions of the Kingdom. Purpose-built for health, education, training, culture or marketing support, such activities bolster access to care, skills development and training for those members of society we seek to empower. Likewise, new centres projects have also been set up in areas where some of society's members experience difficulties (families, the elderly and young people) - their scarcity needs solutions adapted to local concerns.

In 2018 action was also taken in the field and within the community via a cooperative movement involving stakeholder structures. It supported new youth initiatives and helped to convey the best possible support to the greatest number of people.

Consequently, the Economic Activity Integration Program (Programme d'Insertion par l'Activité Economique - PIAE) is making strides and building on its first 2 years of experience, while widening its scope.

For Moroccans living abroad and deprived families, the Foundation has deployed major humanitarian operations in order to meet their needs. Operation Extreme Cold, mobile medical commitment, international humanitarian aid for the people of Palestine, Ramadan food aid and Operation Marhaba - the Foundation is active on many fronts.



# Federate actors

The Foundation unites those who are committed to building a stronger society and a broader economy. The collective social action approach remains a fundamental part of introducing systems to facilitate projects that focus on sectors of society.

Projects and major operations such as Ramadan food aid programs and Operation Marhaba are taking on a wider scope – they join stakeholders together, who are themselves driven by a desire cooperate with each other in order to survive and prosper. The Foundation fosters collective efforts and pays particular attention to supporting partners and specialised structures such as local associations. It also sets up new partnerships through the creation of new opportunities to get involved.

**10** NEW OPERATIONS CENTRES

These centres help in addressing specific medi-care needs of the poor and deprived, in accessing education and skills development for young people.

**151** Million dirhams invested  
 Casablanca - Figuig - Kenitra - Mediouna - Oujda  
 Rabat - Skhirat - Tangier

**10** NEW PROJECTS

Improving living conditions of the vulnerable and create new opportunity for young people.

**98** Million dirhams in financial commitment  
 Benslimane - Casablanca - Kenitra - Mediouna  
 Mers El kheir - Rabat - Salé

**THE PIAE** PIAE enables young project stakeholders from modest backgrounds to carry through ongoing work-related projects.

**25** Million dirhams allocated in 2018 to support enterprise creation and to provide technical and managerial backing for project leaders.

▶ **472** projects followed up since 2016  
 ▶ **475** newly nominated projects in 2018

**5** MAJOR HUMANITARIAN PROGRAMS

Contribution to the reduction of the effects of instability, provision of humanitarian aid and making health care more readily available to remote populations.

**104.8** Million dirhams invested in 2018  
 More than **2.6** Million people helped

**SUPPORT FOR COMMUNITY STAKEHOLDERS**

Buttress local synergies and enhance affiliated stakeholder management associations.

**15** Million dirhams allocated

**5** Regionally implemented community stakeholder training programs  
 Rabat - Salé - Kenitra, Sous Massa, Grand Casablanca Settat, Khenifra - Beni Mellal.

**OPERATION MARHABA**

Pool resources to safeguard the welfare of Moroccans abroad and facilitate their movements during the summer period

**1** Unique coordinated, shared induction and support scheme

Involving more than **25** Public and private institutions

## MARHABA 2018 AD CAMPAIGN

A new campaign to highlight stakeholder involvement in induction schemes, through a dialogue with participants who can validate measures for the security and well-being of Moroccan families living abroad.



Testimonials of Moroccan living abroad



Bureau Central de Coordination



Customs and Excise Administration (Administration des Douanes et Impôts Indirects)



National Airports Office (Office National des Aéroports)



# Innovating

With ground-breaking steps taken in various social areas, the Foundation delivers innovative answers to yield social progress. Project-related or action plans – for the large part, these solutions are at the leading-edge in the field of intervention. They are also part of the complementary nature of solutions from other public and private stakeholders.

What can be done to combat young people dropping out from school and to further boost their socio-professional progress, while breathing new life into the promotion of a second shot at a less formal education? The Foundation has focused its efforts on deprived young people between the ages of 12 and 20 who not in education or who have dropped out of school entirely. Since its creation, the Foundation has been committed to educational aid programs – for early years children and for girls from rural environments – and has been fervent supporter of vocational training and self-employment. This is possible through newly developed policies that offer a chance of integration and re-integration into the education system, while preparing young people for working life. The ingenious feature of these policies is the introduction of sport and music in the learning process – two means of appealing to young people – its overarching principle is job training sponsorship. This approach motivates young people, helps propel their desire to create change and to lay the right behaviour-related foundations for knowledge and skills acquisition.

In June 2018, His Majesty King Mohammed VI, may God help Him, kicked off the start of this new program by inaugurating the building of the first "Second opportunity school" in Casablanca's Ben M'sik district.



## THE PROTOTYPE FOR THE SECOND OPPORTUNITY SCHOOL - MOHAMMED V FOUNDATION FOR SOLIDARITY

- 15** Million dirhams pledged
- 120** Young recipients per year

2018 was also the opportunity for the Foundation to transform in a completely different way – by completely revamping its website. The thinking behind the project was to create a modern and vibrant institutional digital showcase that would make the most of what had gone before – thereby allowing greater transparency of its expertise as well as its and its associates' responsibilities also.

The new website has been completely redesigned and offers a clearer image of the Foundation's main features and the work it carries out. It showcases its projects and programs through original and themed educational content (computer graphics, diagrams, key data ...). Set out in five different categories, content contrasts the abundance and diversity of support given to a vulnerable and deprived demographic and to its social inclusion. Accessing information is easier and helps makes this new site an enjoyable, user-friendly space.

New spaces have been created: a media section for the press and a community area dedicated to the Foundation's partner networks – the associations.

The new slick and modern-looking design plays a large part in the creation of this image and effectively showcases its content. With a responsive web design, the site is adapted for all devices and meets social media needs. It includes a YouTube page that gives access to all communication projects for the National Solidarity Alliance and Operation Marhaba, as well as to video content about what the Foundation's work.

The site's launch represents just the beginning of a new milestone for the Foundation. In order to offer a richer and more immersive Foundation experience, this dynamic website will be continuously updated with new content (projects, news, data, press documents, videos, photos ...).

www.fm5.ma

Home page

Associations Area

Gallery of documentaries and spots produced by the Foundation

Gallery of Marhaba ad campaigns

Gallery of the National Solidarity ad campaigns

Youtube channel including the ad campaigns gallery

# 2018 year in pictures

## JANUARY



Operation Extreme Cold  
A major humanitarian aid scheme  
deployed in 14 regions.  
From January 6<sup>th</sup> to 24<sup>th</sup>

## FEBRUARY



Mobile Hospital  
Khenifra Province  
23<sup>rd</sup> to 25<sup>th</sup> February  **3 362** Recipients

## MAY



Operation Ramadan 1439 Food Aid  
Salé - May 17<sup>th</sup> to May 31<sup>st</sup>



Laying of the foundation stone of the Tabriquet Arts  
and Cultural Complex and of the Aakari Training Centre  
for Maintenance of Renewable Energies  
Salé and Rabat - May 17<sup>th</sup>



Inauguration of the Yaacoub Al Mansour Educational and  
Social Professions Training Centre - Rabat - May 19<sup>th</sup>



Laying of the foundation stone of the Mehdiia Fishermen's  
Wives House, the Sidi Taibi Centre for Vocational Training  
and Job Integration, and the Souk Larbâa Centre for  
Vocational Training in Agricultural Logistics Jobs - May 21<sup>st</sup>



Laying the foundation stone of the Mers El Kheir  
Women and Children's Drop-in Centre - May 23<sup>rd</sup>



Inauguration of the Sidi Moumen Addiction Centre and  
laying of the foundation stone of the Ain Chock Primary  
Health Care Centre Casablanca - May 24<sup>th</sup>



Inauguration of the Tit Mellil Medico-psycho-social  
Centre Casablanca - May 27<sup>th</sup>



Humanitarian aid for the Palestinian people - May 29<sup>th</sup>



Laying the foundation stone of the Social Centre for the  
Elderly of Lahraouyine and of the Ben Msik Casablanca  
«Second Opportunity» School - May 30<sup>th</sup>



Inauguration of the Ben Msik - Casablanca  
Educational and Cultural Support Centre for Youth  
Skills Development - May 31<sup>st</sup>

## JUNE



Opening of the Training and employment integration centre  
for women and youth at Tit Mellil - Mediouna - June 2<sup>nd</sup>



Laying the foundation stone at The Benslimane Addiction Centre  
- June 3<sup>rd</sup>




Launch of Operation Marhaba 2018 - June 5<sup>th</sup> to September 15<sup>th</sup>



Opening the Hay Al Jadid Addiction Centre - Tangier - June 7<sup>th</sup>



The Organization for the Ramadan Special Medical Campaign - May 22<sup>nd</sup> to June 7<sup>th</sup>  **26 530** Recipients



## NOVEMBER



Launch of a preventive medical campaign against extreme cold effects - Boumia - November 3<sup>rd</sup> to 29<sup>th</sup>



 **40 817** Recipients



# Key Data - Pledges & Achievements 2018

## OVERVIEW OF CENTRE-RELATED PLEDGES

### PROJECTS INAUGURATED BY HIS MAJESTY THE KING MOHAMMED, MAY GOD HELP HIM

PROVINCE	PROJECT	AREA	COST in dirhams (millions)	PARTNERS
Rabat	Educational and social professions training centre	El Kheir - Yaacoub Al Mansour District	12	Prefectural Council of Rabat • The Office for Vocational Training and Employment Promotion Moroccan Foundation for the Promotion of Toddler Education
Casablanca	Addiction centre	Sidi Moumen District	7	Ministry of Health • Casablanca - Settat Regional Council • Prefectural Council of Casablanca Bernoussi Doctors Association
Mediouna	Medico-psycho-social centre	Tit Mellil	8	Ministry of Health • Casablanca - Settat Regional Council National Initiative for Human Development (INDH) • Moroccan Association for Assistance, Interconnection and Family Advice for those with mental illness (AMALI)
Casablanca	Educational and cultural support centre for youth skills development	Ben M'Sik District	17	Directorate General of Local Authorities • National Initiative for Human Development (INDH) Casablanca Events and Entertainment - Consortium of local cultural associations
Mediouna	Training and employment integration centre for women and youth	Tit Mellil	9	Provincial Council of Mediouna Support association of Training and Employment Interaction Centre for Women and Youth
Tangier	Addiction centre	Hay Al Jadid District	6.5	Ministry of the Interior • Ministry of Health National Association for Drug Harm Reduction - Tangier Section

### PROJECTS LAUNCHED BY HIS MAJESTY THE KING MOHAMMED VI, MAY GOD HELP HIM

PROVINCE	PROJECT	AREA	COST in dirhams (millions)	PARTNERS
Salé	Arts and cultural complex	Tabriquet District	16	Ministry of Culture and Communication • Salé Prefectural Council Salé Town Council
Rabat	Training centre for maintenance of renewable energies	Aakari District	10	The Office for Vocational Training and Employment Promotion
Kenitra	Fishermen's wife house	Mehdia	6	Kenitra Communal Council • Local association
	Centre for vocational training and job integration	Sidi Taibi	8	Sidi Taibi Regional Council The Office for Vocational Training and Employment Promotion
	Centre for vocational training in agricultural logistics jobs	Souk Laarbâ	10	The Office for Vocational Training and Employment Promotion
Mers El Kheir	Women and children's drop-in centre	Lotissement Mers El Kheir	6	Al Omrane Group • Local association
Casablanca	Primary health care centre	Ain Chock District	8	Ministry of Health • Casablanca-Settat Regional Council Prefectural Council of Casablanca • National Initiative for Human Development (INDH)
Mediouna	Social centre for the elderly	Lahraouyine	14	Casablanca Central Careers Association - El Fida District - Mers Sultan
Casablanca	Second opportunity school	Ben M'Sik District	15	Ministry of Youth and Sports The Office for Vocational Training and Employment Promotion The Casablanca Regional Academy of Education and Training
Benslimane	Addiction centre	Al Qods District	5	Ministry of Health • Casablanca - Settat Regional Council Specialised local association

### PROJECTS COMPLETED

PROVINCE	PROJECT	AREA	COST in dirhams (millions)	PARTNERS
Skhirat	Multidisciplinary training centre for youth	Ain Hayat Skhirat Centre	8	The Office for Vocational Training and Employment Promotion
Kenitra	Automobile training centre	Bir Rami District	65	Provincial Council of Kenitra The Office for Vocational Training and Employment Promotion
Oujda	Ziri centre retail park	Ziri District	44	
Figuig	Community school	Rural Commune of Boumeryme	4.5	

### PROJECT TRANSFER

Building on synergies with public bodies (Ministry of Health, Ministry of National and Higher Education, Management Training and Scientific Research, Ministry of Youth and Sports, Ministry of Agriculture, State Secretariat for Handicrafts, National Cooperation, The Office for Vocational Training and Employment Promotion, University Hospital Centres), the Foundation carries out turnkey projects by handling project management (construction and facilities) in social, educational and medical centres.

Once completed, these centres are handed over by the Foundation completely free of charge to the relevant public bodies which then are responsible for their management and sustainability.

In the 2018 financial year, the Foundation sold:

**51** CENTRES

worth **344** Million dirhams

## KEY DATA - DECEMBER 31<sup>ST</sup>, 2018

**6,496** Billion Dirhams

**CUMULATIVE COMMITMENTS**  
Since the Foundation's inception

**450** social centres for children, teens, women and people with special needs

**1 272** inclusion projects and economic activity programs

**229** association training programs and social engineering projects

**100** deeds and humanitarian intervention programs in Morocco and abroad

**57** clinics, hospitals and community medical buildings

**895** instances of medi-care in rural and suburban areas

- 20 Ramadan Food Aid Operations
- Operation Marhaba welcoming the Moroccan Community Abroad

**58** outfitting operations in regional or provincial hospitals

**6** Million People

**NUMBER OF RECIPIENTS**  
For 2018

**58 466** youth interns in vocational training and qualification centres

**121 011** children and young people supported through educational, cultural and sporting activities

**2.5** million underprivileged people received food aid via the Ramadan and Extreme Cold relief programs

More than **2.8** million Moroccans living abroad were supported through Operation Marhaba **95 152** people helped through social and medical aid

**8 507** women helped through community-educational and training centres

**98 394** people received care in community medical centres

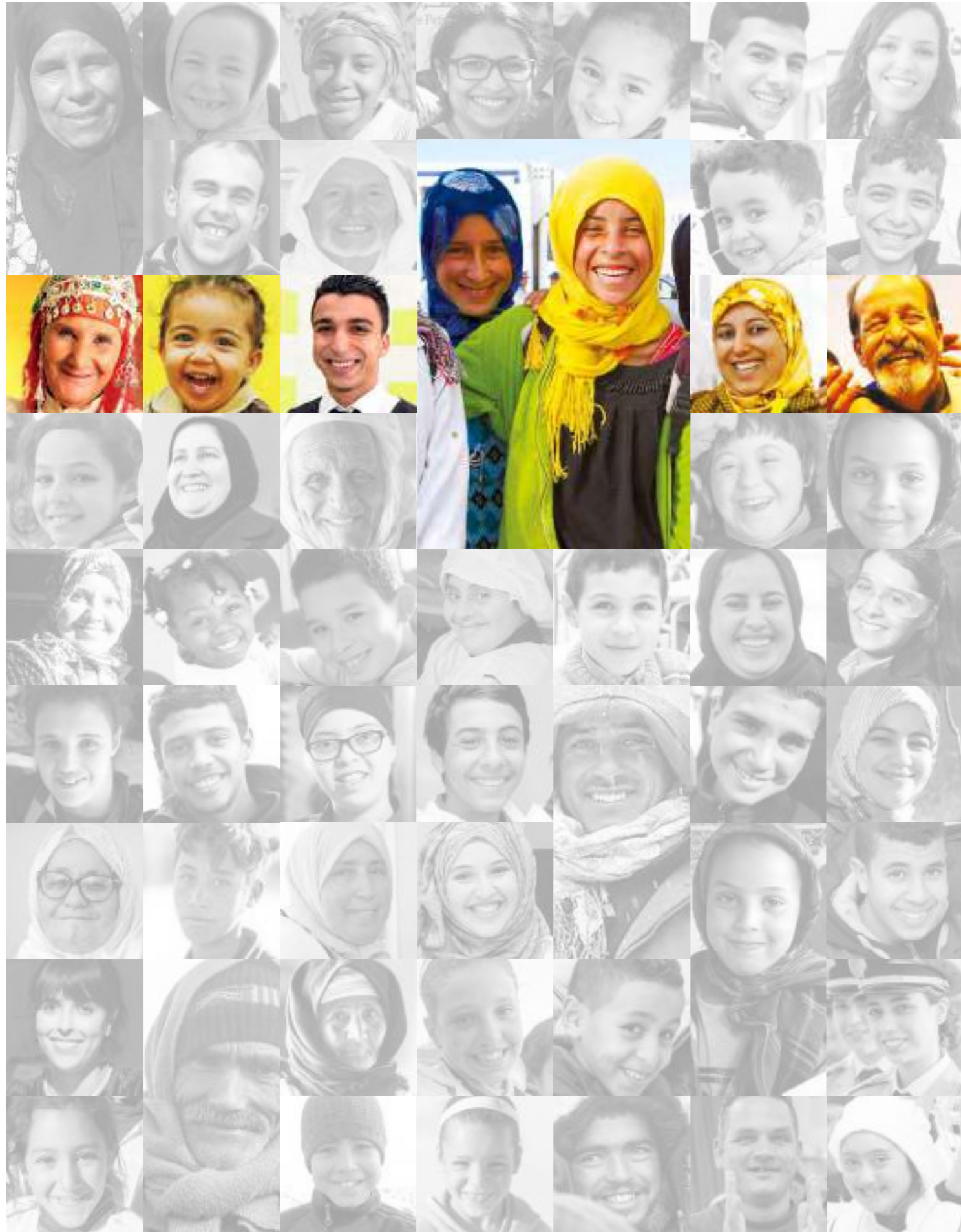
**53 383** people

with disabilities (young people and adults) cared for in specialised centres and within the CNMH national network

**169 865** people helped through sustainable development and by support programs for income-generating activities

**9 008** girls and students in foyers and boarding schools

**119 061** deprived people helped through care and solidarity medical campaigns



LONG-TERM, ON-GOING  
AND MULTI-DIMENSIONAL ACTION

# EDUCATION

Supporting future generations by creating the best environment for early-age learning and access to schooling.

The Foundation carries out its mission of supporting school enrolment programs in rural and urban areas. It battles school drop-out by creating clearer pathways to school for children and promotes the continuous education beyond normal school age through residential centres available throughout the national territory. It promotes pre-school education by increasing nursery spaces in new youth and women's centres. It also seeks to improve the school environment in disadvantaged areas, and is a source of comfort to all young people who leave their families in order to attend to school.

## KEY DATA 2018

**5 374** Children receive support in nurseries in young, middle and older age ranges

**9 008** Young underprivileged boys and girls in student accommodation

**160** Establishments nationally operational educational support centres



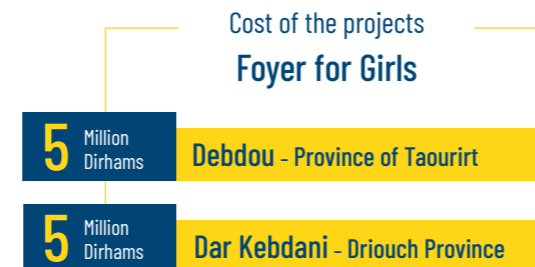
## SUPPORTING SCHOOLING IN RURAL AREAS

### Dar Taliba Program: new girl's boarding house projects

Since 2001, the Foundation has supported in-situ schooling for girls by facilitating schools' access via the Dar Taliba Programm – a hostel scheme located near primary, middle and high schools and universities.

The Dar Taliba program operates a network of 85 premises and has opened two new units in eastern rural communities – Dar Kebdani in Driouch Province (55 Km from Nador) and the Taourirt Province Debdou Foyer for Girls (100 Km from Oujda).

These two homes can accommodate up to 100 young girls and both offer boarding and extracurricular activities (library and reading area, I.T. induction and sports). As well as giving accommodation access, the two new Dar Taliba ventures allow young college girls from rural areas from the surrounding areas to continue their education in an environment adapted to their needs which also offers safety and security for their families.



Partners:  
Ministry of National Education  
Eastern Regional Council



### Generous distribution of clothing for residents of girls' boarding houses in Boulemane Province

Being separated from one's family is not always easy for the residents of these girls' boarding houses, especially during the colder months of the year. Following action taken by the Foundation and a private donor, a warm clothing and blanket distribution scheme was organised in four of the Dar Taliba houses in the rural communes of Tendite, Lakssabi, Outate El Haj and Guigou. It helped:

**146** Girls from deprived families.

Cost of the operation **105 120** dirhams

### National Youth Centre Facilities Renewal Program

Started in 2017, the refurbishment program for the development of boarding houses moved into its second implementation phase. Replacement of boarding school furniture, dining room equipment and supply of new computers for media libraries - the Foundation has donated the means necessary for ensuring the best study environment for its young residents' development.

This second phase was rolled out to 18 girls' and boys' boarding houses located in the municipal areas of Boulemane, Chefchaouen, Chtouka Ait Baha, Fez, Khenifra, Tangier, Taza and Oujda provinces.

Cost of the 2018 phase of the project **2** Million dirhams

### Community School Boumerieme - Province of Figuig

Community schooling arose from the need to offer children of nomadic tribes an education that was adapted to their way of life (7 582 individuals under 15-years old were identified in 2014 - Source: Office of the High Commissioner for Planning). Transhumance within these tribes (principally in the southern and eastern regions) is a pressing concern despite sedentarisation, children are forced to abandon their schooling when they are displaced. In 2012, the Foundation opened the first premises of its kind in the Tendrara region. It brings students together in a school that is easily accessible and which has reception and accommodation facilities. This makes it possible to overcome problems associated with distance and also to pool resources and teaching programs (several academic levels per class).

In 2018, a second community school was created in the rural town of Boumerieme, about 200 Km from Bouarfa. With 80 places available for boarders, it has six teaching classes. Its first year saw the enrolment of 68 young people supported and taught with resources from the Ministry of National Education.

Cost of the operation **5.14** Million dirhams



## PROMOTING ACCESS TO BASIC EDUCATION

### PRESCHOOL SPACES FOR EARLY CHILDHOOD

A key factor in development, learning the basics is an essential factor in inclusion mechanisms that are implemented by the Foundation for deprived populations. Taking responsibility for early childhood care has been focused on with a catch-all approach which connects with mothers in the intervention measures. The Foundation has developed an educational system of nurseries and play areas for 3 to 6-year olds and has created a presence in centres dedicated to training women and strengthening their skills base. This approach encourages women to participate and greatly increases their children's access to pre-school education given that any registration fees are purely and so remove any financial burdens. More than 70 creches are now open throughout the Kingdom, and also bring benefits to families in the neighbourhoods in which the creches are present.

Activity in 2018 saw the introduction of two new creches in two training centres opened by His Majesty King Mohammed VI, may God help Him, in Rabat and Tit Mellil. Further nursery provision was also scheduled in the new neighbourhood centre for women and children which is being built in Mers El Kheir.



Training centre in educational and social professions  
Yaacoub El Mansour - Rabat • EDUCATION COMPONENT

Pilot project for specialised pre-school education training - the centre has a dedicated early childhood care wing. It meets a dual educational need: the education of children from disadvantaged families in the Yaacoub Al Mansour district and practical training for the centre's trainees.

This large crib-shaped wing occupies two floors. It has nine classrooms, two activity play rooms (sensory-motor education), two relaxation rooms, an open play area, an infirmary and a children's canteen. The premises were designed to promote a qualitative supervisory environment which took account of different education attainment levels, children's learning needs and the centre's communal use.

The nursery is managed by a teaching team of the Moroccan Foundation for the Promotion of Preschool Education.

In the 2019-2018 academic year,  
it had an in-take of **175** children

Cost of the project **12** Million dirhams

Partners:  
Prefectural Council of Rabat  
Moroccan Foundation for the Promotion of Toddler Education



Tit Mellil - Mediouna centre for training and employment integration for women and youth  
• EDUCATION COMPONENT

This training centre is the Foundation's first solidarity initiative in Tit Mellil, an area where social needs of the most deprived are felt because of population growth. His Majesty King Mohammed VI, may God help Him, opened the centre on June 2<sup>nd</sup>, 2018 after a year of construction work had been completed.

Dedicated to women and girls' socio-professional integration, the centre also aims create a cycle of basic education for children of those attending the centre and for families in the surrounding neighbourhoods. It has an integrated pre-school zone, giving three teaching classes for three levels of education (very young, young and older age ranges), a playground, two relaxation areas, a dining room and an infirmary. 90 children from 3 to 5 years old were catered for in the 2018 - 2019 academic year.

Its management provided by the Support Association for Tit Mellil Centre for Training and Integration of Women and Youth.

Cost of the project **9** Million dirhams

Partners:  
Provincial Council of Mediouna  
Support association of Training and Employment Integration Centre for Women and Youth



Mers El Kheir Women and children's drop-in centre  
• EDUCATION COMPONENT

This new initiative is aimed principally at empowering women through training and through promotion of income-generating activities. It also incorporates early childhood education so as to create easy access and to ensure a positive social community impact.

Built on 1 733 m<sup>2</sup> of land, the centre will house premises dedicated to preschool education. Offering 100 places and set up for very young, young and older age ranges the nursery development also has a playground, a relaxation room and a canteen to an environment where children under five can thrive.

Cost of the project **6** Million dirhams

Partners:  
Al Omrane Group  
Local association



# FIGHT AGAINST POVERTY

Preserving the dignity of the most vulnerable and strengthen social bonds

The Foundation pays special attention to those who are socially vulnerable. Orphans, abandoned children, women from rural or disadvantaged backgrounds, the elderly - social vulnerability affects many different communities and manifests itself in many different ways. Working with various stakeholder associates, the Foundation implements solidarity support measures to aid integration which are adapted to each affected community. The Foundation wishes to reduce the effects of insecurity and promotes social and economic empowerment for the most vulnerable members of society.

## KEY DATA 2018

**4 651** Orphaned children in care

**1 983** Women taken into and receiving training in women's welfare centres

**303** Elderly people receiving daily support in dedicated centres



## GIVING WOMEN ACCESS TO SELF-DETERMINATION

### Mehdia Fishermen's family's house

These new steps form a solidarity response to unstable life circumstances (irregular income, illiteracy, household burdens ...) within fishing communities – especially those to be found in Mehdiya. The House for fishermen's families, to be built in the Mehdiya Kasbah, is destined to improve the economic conditions of the region's fishermen's wives in. It will serve as a platform for strengthening skills and for providing guidance on economic activity. Literacy and training in local income-generating trades (culinary arts, embroidery, sewing and information technology) will be made available to a population of 250 women per year. Access to income generation will be encouraged through the marketing of products derived from the House's entrepreneurial activity and which will go on sale within zones in the house given to this purpose. Similarly, a support scheme will enable women to forge their own income-generating projects or to form production cooperatives.

The house will also have a creche dedicated to educational care for children.

Cost of the project **6** Million dirhams

Partners:  
Kenitra Communal Council  
Local association



### Mers El Kheir Women and children's drop-in centre • TRAINING COMPONENT

As the premier social project in the rural municipality of Mers El Kheir (some 15 km from Rabat), the Women and children's drop-in centre highlights the Foundation's intervention approach: act where needs are not adequately addressed and, in a way, which reflects a logical and wide-ranging geographical coverage policy. In this particular case, those needs relate to women's status in a developing area that lacks means to bring about socio-economic integration. It is intended that the Foyer will create a positive setting for access to employment and economic empowerment. Women will receive assistance from training and competency-building schemes in trades that match local needs: essential trades (culinary arts, tailoring and hair and beauty) and services (preschool educators and mass retail agents). They will also be supported in the creation of cooperatives related to local income-generating activities.

Cost of the project **6** Million dirhams

Partners:  
Al Omrane Group  
Local association



## HELPING VULNERABLE PEOPLE REBUILD THEIR LIVES

### Lahraouiyine - Casablanca Social centre for the elderly

Destitution and change in society increase hardship experienced by vulnerable people, especially the elderly who live in urban areas. Isolation, lack of income and health conditions can lead to begging and life on the streets or even homelessness – these are phenomena which are increasingly seen in a large city such as Casablanca. True to its values of solidarity and change, the Foundation has approved a project for a community centre dedicated to care for the elderly in Lahraouiyine, in Mediouna province. Offering 48 places, these future premises will provide communal living and adapted social care to help people regain personal and social freedom. Care plans will be structured around accommodation, rebuilding and inclusion through care management and creative activity gained through residents' practical experience and creativity. The premises occupy an area of 3 920 m<sup>2</sup> and provide residents and others cared for with commercial premises that will galvanise income generation.

Cost of the project **14** Million dirhams

Partner:  
Casablanca Central Careers Association -  
El Fida District - Mers Sultan

# TRAINING AND EMPLOYMENT

Adding value to the human capital of youth.

A key driver in development, young people are at the heart of the Foundation's fundamental goals. To offer them equal opportunity and to give them the means to become accomplished today is to prepare them for tomorrow's challenges. Access to learning and skills development, skills improvement and promoting self-employment – the Foundation continues to trigger several catalysts for change which help assimilation into the workplace for young people from disadvantaged and rural backgrounds.

## KEY DATA 2018

57 032

Enrolment of young people in relation to various work-related pursuits at Foundation training centres

1 434

Young people with disabilities trained in specialised and inclusive centres

43 073

Young people in community education and sports centres



## PROVIDE YOUNG PEOPLE WITH WORK-RELATED SKILLS THAT ARE ADAPTED TO THE EMPLOYMENT MARKET

The Yaacoub El Mansour - Rabat Training centre for educational and social professions

### TRAINING COMPONENT

Opened by His Majesty King Mohammed VI, May God help Him, on May 19<sup>th</sup> 2018, this centre is the first time this type of basic education skills development has taken place. It stems from concomitant reform of the principle of pre-school learning in public education, thus offering young people opportunities for openings in the job market. In addition to education, the centre also offers a training program in individual services – these are occupations that are currently experiencing strong demand among private individuals.

In its first year, the centre enrolled 150 young trainees who will receive specialised training and qualification in occupations such as preschool educators, early years assistants and social care work. A linked playgroup area will also allow young people to carry out apprenticeships in order to hone their training.

Cost of the project

12 Million dirhams

Partners:

Prefectural Council of Rabat  
The Office for Vocational Training and Employment Promotion



Bir Rami Automobile training centre for youth - Kenitra

These are the fourth premises devoted to automotive trades and shadows the Sidi Maarouf-Casablanca automotive engineering centre and the two other automotive repair centres in Sidi Othmane-Casablanca and Hay Nahda 2-Temara – this new centre stands out for its wide range of training programmes, its scope and physical location. Built on a plot of 11 000 m<sup>2</sup>, it represents the largest structure of its kind built by the Foundation, with completed section of 5 000 m<sup>2</sup>. Moreover, the site is part of an automotive manufacturers' implementation program in the Kenitra Atlantic Free Zone, which will create strong recruitment demand.

This new-generation skills centre combines mainly manufacturing and subcontracting sectors that operate upstream in the industrial chain. Among these are new and emerging channels – and others also that are not supported by the other three centres. 12 training modules are offered to young trainees in technology laboratories and various mould-making workshops, cabling and wiring, upholstery and lining, painting and decorating, CNC machining and industrial design. These are workshops that required cutting-edge machinery (laser cutting, 3- and 5-axis plastic mould injection ...), introduced for the first time in Morocco.

The young trainees will gain technical knowledge and know-how that meet current needs in the automotive market.

At the beginning of life in September 2018, the centre took on 812 trainees which included 131 girls. Depending upon their individual profile (young school drop-outs, post-Baccalaureate or graduate), students enrol on training courses for specialised operators or technicians for training periods that last from 3 to 6 months per qualifying cycles, and for two years for diploma courses.

Cost of the project

65 Million dirhams

Partners:

Provincial Council of Kenitra  
The Office for Vocational Training and Employment Promotion



Ben M'Sik - Casablanca Second opportunity school

As a new type of response paradigm adopted by the Foundation, the Second Opportunity School project steers young people from disadvantaged backgrounds between the ages of 12 and 20 who are not in employment, education or training. The aim is to support them into the workplace by reintegrating them via the conventional means of education and skills training and all within a framework that inspires learning. In fact, one particular aspect of the Second Opportunity School's intervention mechanism lies its drive toward sports and music through education which seeks to stimulate the will, to encourage the expression of talent and skills and to raise awareness of one's potential.

This framework will enable young people to add in bridging classes to help improve their schooling, gain studies certificates and train for occupations leading to employment such as electrician work for the construction industry, automotive repair, tailoring or perhaps the culinary arts.

Cost of the project

15 Million dirhams

Partners:

Ministry of Youth and Sports  
The Office for Vocational Training and Employment Promotion  
The Casablanca Regional Academy of Education and Training



**Tit Mellil - Mediouna Training and employment integration centre for women and youth**

• TRAINING COMPONENT

Aimed at supporting women on a journey towards greater empowerment, the Tit Mellil centre also focuses on young people by giving them access to a multidisciplinary professional training program. It represents the first solidarity social response, provided by the Foundation in suburban areas that experience socio-economic marginalization issues.

Opened in June 2018 by His Majesty King Mohammed VI, may God help Him, this new building's training centre provides young people with assorted skills - cookery, baking, beauty training, aluminium carpentry and electrician training for the construction industry, as well as degree programs in computer-related occupations and commerce and business management. These training schemes took account of local market needs in order to ensure youth employability in a developing market. In its first year of operation, the centre enrolled 259 trainees which included 89 girls.

Cost of the project

9 Million dirhams

Partners:

Provincial Council of Mediouna  
The Office for Vocational Training and Employment Promotion



**Skhirat Multidisciplinary training centre**

A new building that opened in 2018 - 2019 school year, this training centre responds to the growing social needs for integration into the workplace of young people who are not in education and who come from underprivileged backgrounds. It supports in-service centres in Skhirat and are expressly for the provisions of training and qualifications in trades adapted to the local market. The centre offers young people instruction covering nine learning modules related to construction, textiles, administration, management and business sectors. 330 young trainees enrolled for the centre's first term.

Cost of the project

8 Million dirhams

Partner:

The Office of Vocational Training and Employment Promotion



**Aakari Training centre for maintenance of renewable energies - Rabat**

This new project consolidates the various steps taken by the Foundation in the Rabat-Salé-Kenitra region for young people. This has been achieved with the introduction of new training streams into niche markets that need a skilled workforce. As such, The Aakari centre will offer specialised diploma courses in trades related to industrial and commercial electrical facilities maintenance, thermal appliances and air conditioning equipment, as well as equipment using renewable energies. It will have capacity for 400 teaching places and its will be overseen by the Office of Vocational Training and Employment Promotion.

Cost of the project

10 Million dirhams

Partner:

The Office of Vocational Training and Employment Promotion



**Tabriquet Complex for artistic and cultural entertainment - Salé**

Designed along the same lines as the Ben M'Sik Centre for youth development educational and cultural support, the forthcoming entertainment complex in Tabriquet will also serve as a platform to support the various artistic initiatives for young people started by neighbourhood groups in Salé. Its facilities will be available for training, rehearsal and performances given by the city's theatrical and musical performers.

The specific nature of this complex lies in its challenge to add value to a traditional curriculum such as calligraphy, bookbinding, gilding of books or the restoration of musical instruments - this is to be scheduled in the training modules. They will also have access to professional arms of the sector which relate to modern arts (computer graphics, modern dance, set design ...). Occupying 3 640 m<sup>2</sup>, the future complex will be able to cater for an annual in-take of 20 000 young people and is to be managed by the Ministry of Culture and Communication.

Cost of the project

16 Million dirhams

Partners:

Ministry of Culture and Communication  
Salé Prefectural Council  
Salé Town Council



**Sidi Taibi Centre vocational training and job integration**

This centre is first social element launched by the Foundation in Sidi Taibi, a rural commune in Kenitra province, and will open up new educational and professional horizons for the region's young people. In fact, it is to be the main skills training base for the municipality. With 400 teaching places, the centre will offer apprenticeship courses in local handicrafts of tailoring, painting and decorating, electrician training for the construction industry and aluminium carpentry. Young trainees will also be able to follow introductory courses in computer science and management, whose rationale is project creation of income-generating economic activity.

Cost of the project

8 Million dirhams

Partners:

Sidi Taibi Regional Council  
The Office for Vocational Training and Employment Promotion



**Souk El Arbaa Centre for vocational training in agricultural logistics jobs**

As the Foundation's first such measure in Souk El Arbaa, this future training centre was designed to match the economic potential of the region's footprint as agri-business hub at the national level. It will bridge an appropriate employment training gap and will help underprivileged young people find work in local agricultural trades.

Built on 5 000 m<sup>2</sup> and with of 600 teaching places, the centre will provide technical skills training in agricultural machinery repair, packaging and processing, industrial cold chain maintenance and general industrial maintenance. The training will be integrated with administration and management modules covering secretarial and office automation, business management, computer science and language learning to equip young trainees with the skills that meet the needs of the region's companies.

Cost of the project

10 Million dirhams

Partner:

The Office of Vocational Training and Employment Promotion



**Ben M'sik - Casablanca Educational and cultural support centre for youth skills development**



Opened by His Majesty King Mohammed VI, may God help Him, this new project exemplifies the multidimensional approach of solidarity action that focused on deprived young people and their assimilation through artistic and cultural action. As community premises located within a neighbourhood, the centre is a breeding ground for growth and is a cornerstone offering new opportunities in an area poorly served by any cultural entertainment infrastructure.

As a meeting place for cultural expression and exchange, the centre creates the best conditions for encouraging openness to understanding, self-determination and creativity. It offers a wide range of activities covering the visual arts, music, dance and theatre and in spaces that are and fully-equipped and fitted out for class needs, performances and exhibitions. Professional in nature, the centre offers training and one of its missions is to support young people in their journey towards working life. This dimension focuses on qualification in trades that can lead to opportunities in the world of cinema and entertainment. These include set design and production, technical operation for tv, film and sound studio production, photography and graphic design. In order to guarantee training that is adapted to the needs of the young, management and supervision of the centre have been delegated to a local development company Casablanca Events and Animation which will coordinate with several other local arts and cultural associations, including the Annawras Association of Arts.

663 young people have benefited from the Centre's activities since it opened in June 2018.

Cost of the project

17 Million dirhams

Partners:

Directorate General of Local Authorities  
INDH National Initiative for Human Development  
Casablanca Events and Entertainment - Consortium of local cultural associations

# ECONOMIC INCLUSION

Create best conditions for promotion of economic independence deprived communities

The Foundation makes participation in the local economy a key factor in human development and a major driver in its fight against deprivation. It develops support schemes that rely on deprived people's own capacity to attain economic independence, improve their living conditions and create local wealth.

The Economic Activity Integration Program (PIAE) is the latest such scheme launched in 2016 whose focus is boosting youth entrepreneurship at the national level in deprived communities.



## THE PIAE

The PIAE is a support tool for the creation of individual micro or collective initiatives and allows entrepreneurial access for young people from deprived backgrounds. It's based on local support ensuring activity sustainability and profitability.

Over two years, young entrepreneurs (individuals, groups of 2 to 3 people and cooperatives) receive financial support and a program of continuous training and coaching in pre- and post- project creation. Help with reinforcement of managerial skills is provided by professionals and experts (Morocco SME, GIZ) who are partnered with the program. This project's monitoring is to be carried out by Foundation teams and is coordinated with association stakeholders - these are key contacts and are in direct contact with the local community and young project leaders' needs. The Foundation is involved from start to finish and helps foster activity from the beginning via an assessed finance schedule allocated for professional equipment purchase

### KEY DATA 2018

**472** Projects supported between 2016 and 2018

**475** New projects selected in 2018

**2 700** Young project stakeholders since 2016

### 2018 PROGRAM

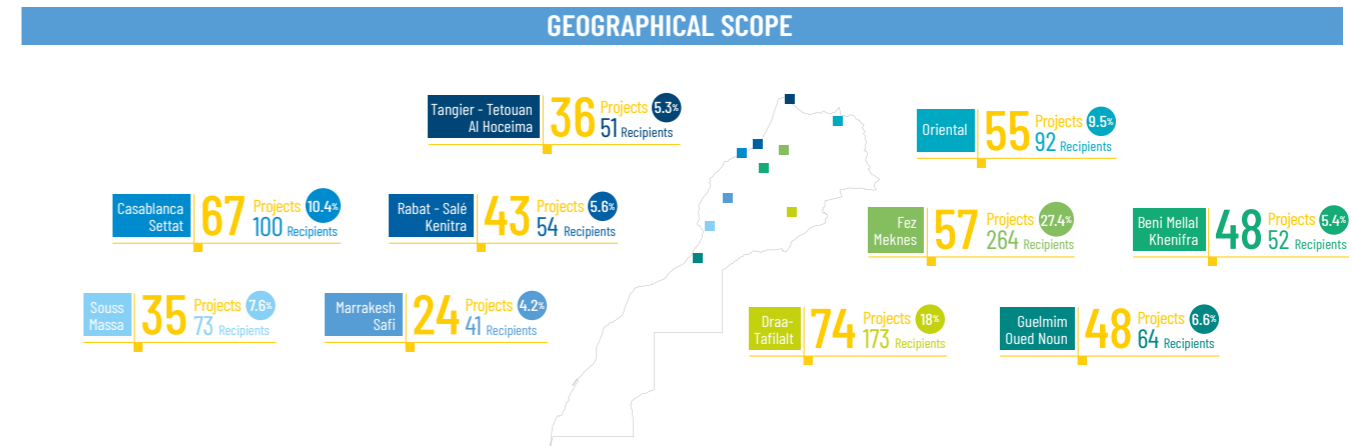
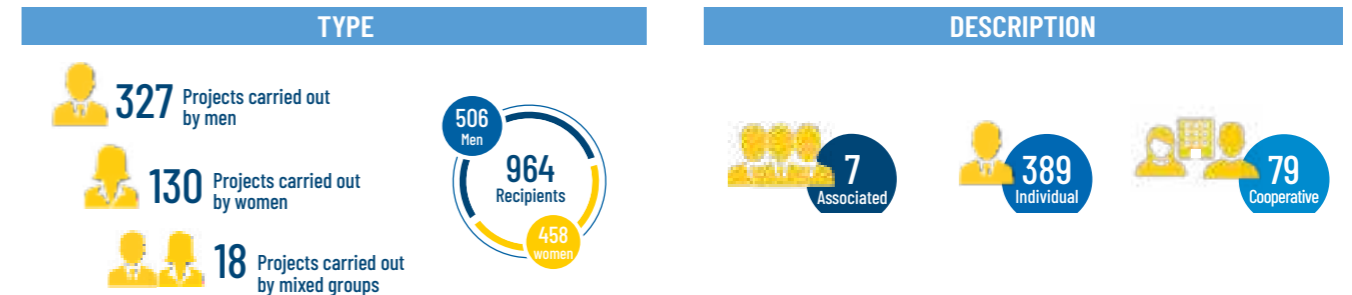
**3 000** applications made

**800** shortlisted candidates

**475** projects accepted

**25** Million dirhams forecast for the financing of professional equipment

## KEY METRICS OF SELECTED PROJECTS



### PROGRESS REPORT 2016 - 2018

**947** Projects | 2016: 167 | 2017: 305 | 2018: 475

472 currently in activity follow-up phase and in continuous coaching

Manufacturing operations: **442** | Services operations: **505**

**2 700** young entrepreneur project recipients

2016: 1 191 | 2017: 545 | 2018: 964

**70** Million dirhams financial commitment

2016: 10 | 2017: 35 | 2018: 25

### SOCIO-ECONOMIC IMPACT

#### ENTREPRENEUR

- Self-confidence and positive outlook
- Change in thoughts about project management
- Leadership skills acquisition
- Projection capability

#### ACTIVITY

- Formalising the operation
- Access to an income source
- Job creation
- Project sustainability

#### ENVIRONMENT

- Participation in society
- Positive local and family dynamic
- Improving life circumstances
- Creating a driver for change



# HEALTH

## Guarantee the right of access to basic healthcare and meet specific needs

Access rights to health care are an important cornerstone in the strengthening of citizenship. The Foundation works to guarantee these rights in several ways. It brings care closer to citizens, strengthens public health services and support, creates new medico-social networks that address specific needs and links comprehensive care programs conveniently to populations.

### KEY DATA 2018

72 156

Deprived people who have received help in various Foundation medical centres

26 238

Young people having been supported in addiction centres

119 061

Recipients of medical campaigns

## MEDICO-SOCIAL CENTRE SCHEMES

For nearly 10 years, the Foundation has bolstered its operations in relation to fair access to health care and has moved to a more structured level of intervention. Emphasis has been placed on reducing geographical and social inequality by setting up programs in new transitional and specialised premises, which combine social ideas into care mechanisms. This program, run in partnership with the Ministry of Health, has been broken down into a range of care schemes that cover four main areas: the fight against addictive behaviour, chronic diseases and local emergency services and healthcare. This includes specific care pathways such as cerebral palsy, Alzheimer's, physical disability, medico-psychology, etc... Its implementation is based on a local approach, both on a geographic level (poorly served urban and semi-urban areas), and on a demographic level (deprived, densely populated neighbourhoods).

Activity in 2018 saw the opening of new premises, including addiction centres and a medical-psychiatric-community centre, as well as the commencement of two new projects: a primary health care centre and an addiction health centre.



### Tit Mellil Medico-psycho social centre - Mediouna

New in terms of medical premises, this is a medical and psychiatric community centre for special management of mental illnesses through inclusive medico-social support. This is based on therapies, the development of relationship-building skills and the transmission of knowledge and know-how. The second of its kind in the Casablanca - Settat region - the centre at Tit Mellil has a space for 1 300 patients per year. It is aimed at people in unstable situations who suffer from mental illness and who display social adjustment difficulties and gives access to dual care plans administered via two practice areas - a medical centre that offers consultations and general medi-care, and psychiatric and psychological care also. There is also a community primary focus, which offers community education and professional supervision in an environment that creates conducive rehabilitation conditions. It has physical education rooms, a therapy garden and training workshops for hair and beauty training, art work, cooking and information technology.

Cost of the project 8 Million dirhams

Partners:  
Ministry of Health  
Casablanca - Settat Regional Council  
National Initiative for Human Development (INDH)  
Moroccan Association for Assistance, Interconnection and Family Advice for those with mental illness (AMALI)

### Ain Chock Primary health care centre - Casablanca

As the second structure of its kind in Casablanca, the Ain Chock Primary Health Care Centre will serve a population of more than 70 000 people from deprived backgrounds. This centre will soon provide clients with local services dealing with emergencies, chronic disease and offer curative and preventive medical care services. Recipients will then have access to an integrated multidisciplinary care service that covers treatment of chronic diseases as well as for maternal health issues for mother and baby. For this purpose, the centre will include multidisciplinary and specialised consultation rooms (general practice, cardiology, nephrology, endocrinology, ophthalmology, mother and child health), accident and emergency care, oral care, vaccination, nutritional education, a day hospital and a laboratory.

Cost of the project 8 Million dirhams

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



## THE NATIONAL PROGRAM ON DRUG MISUSE

Anxiety, behavioural disorders, exclusion... people suffering from addiction need individual attention and protection. From 2010, the Foundation adopted an organised and adapted strategy of care and reintegration, and has focused its efforts on the most vulnerable members of society, namely young people and people from deprived backgrounds. Created via the addiction centres - dedicated medical and community support frameworks - the program continues to expand and receive on-going dedicated support from stakeholders such as the Ministries of Health and Interior as well as from stakeholder associations working in the sector. 2018 saw a strengthening of care provision in Casablanca and Tangier, and the introduction of care provision in Benslimane - the aim of which was to expand regional coverage.



Hay Al Jadid Addiction centre - Tangier

Cost of the project **6.5** Million dirhams

Partners:  
 Ministry of the Interior  
 Ministry of Health  
 National Association for Drug Harm Reduction - Tangier Section



Sidi Moumen Addiction centre - Casablanca

Cost of the project **7** Million dirhams

Partners:  
 Ministry of Health  
 Casablanca - Settat Regional Council  
 Prefectural Council of Casablanca  
 Bernoussi Doctors Association



Benslimane Addiction centre

Cost of the project **5** Million dirhams

Partners:  
 Ministry of Health  
 Casablanca - Settat Regional Council  
 Specialised local association

## MEDICAL CAMPAIGNS PROGRAM

Launched in 2003, the program aims to improve care access and benefits for deprived communities in semi-urban, rural and mountain regions. Thanks to a mobile intervention system, the program delivers medical care closer to communities throughout the national territory. This is carried out through campaigns directly organised by the Foundation and campaigns to support medical partnerships. To bolster its effect, in 2015 the Foundation set up a large-scale operation that it calls upon chiefly during the month of Ramadan. More than one million people have benefited from this policy and receive multidisciplinary primary and surgical care.

Outreach work is carried out thanks to medical units that are specially equipped with diagnostic equipment, instruments and consumables for various specialisms (dental, ophthalmological, biological, ultrasound and radiology). It also relies on partners - medical associations, health services and local authorities - to safeguard the program's stability.

### 2018 PROGRAM

delivered directly by the Foundation

3

**67** Medical Campaigns

64

in support of partner organisations  
 45 Provinces covered

#### Multidisciplinary Campaign

Khenifra - From 23<sup>rd</sup> to 25<sup>th</sup> February

#### Specific Ramadan Multidisciplinary Campaign

Guelmim - Oued Noun region  
 5 stages: Assa, Bouizakarme, Asrir, Tan Tan and Ouatia  
 From May 22<sup>nd</sup> to June 7<sup>th</sup>

#### Preventative Extreme Cold Weather Campaign - Multidisciplinary and Surgery

Boumia - From 3<sup>rd</sup> to 29<sup>th</sup> November



**30** Partner Organisations



**779** Nurses and Technicians



**832** General Practitioners, Specialists and Surgeons



**119 061** Recipients

### 2003 - 2018

**895**

Medical Campaigns



**1 053 207**

Recipients



# HUMANITARIAN

## Supporting vulnerable communities and providing solidarity medical and community assistance

True to its humanist values, the Foundation is recognised for its ability to respond to crisis in Morocco, abroad and to those which require specialised support. The Foundation rallies resources and with commitment from the people of Morocco, pools efforts to provide humanitarian relief. With one-off intervention at this plan's core from the outset, the Foundation's work has brought together large-scale fixed-term operations in line with a yearly schedule.

### KEY DATA 2018

**2 500 000**

Deprived individuals received Ramadan food aid

**40 500**

Families from mountain villages received aid during the period of extreme cold weather

**78 101**

Moroccans living abroad benefited from Marhaba medical and community assistance

## OPERATION EXTREME COLD

Heavy snowfall, low temperatures, cold winds – such lasting conditions create circumstances of high social vulnerability and humanitarian threat. Because of their remoteness and lack of access to basic infrastructure and services, communities in mountainous areas and some rural areas are those most affected by extreme cold weather conditions.

With each period of cold weather during the winter, the Foundation deploys «Operation Extreme Cold» (Opération Grand Froid), and works closely with the Ministry of the Interior, local authorities and the Royal Gendarmerie – it is a relief program dedicated to lessening the impact of extreme cold upon the affected population.



TARGETTING

- Socio-economic groups**  
Deprived families living in poverty
- Geographical location**  
Rural villages (douars) above 1 300 m altitude
- No access to resources**  
Challenging climate

## 2018 AID PROGRAM



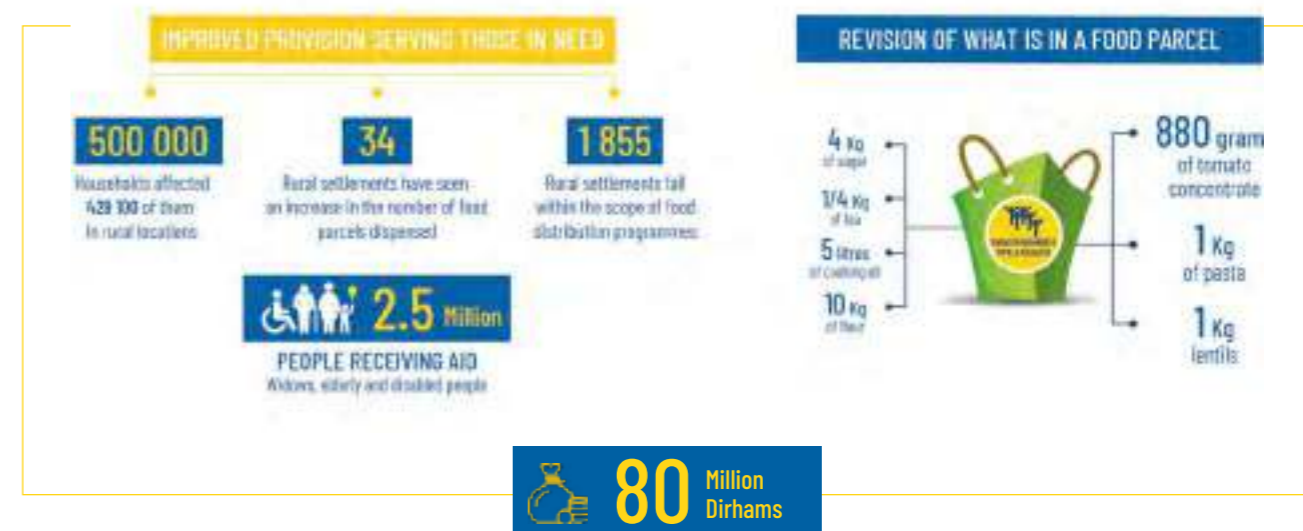
## OPERATION RAMADAN FOOD AID

Operation Ramadan is one of the Foundation's most important solidarity initiatives. It aims to reassure the most vulnerable social groups during the holy month of fasting – a symbolic month of sharing and generosity. The Foundation provides food aid on a large scale, at a time of year when food needs are greatest and the financial burden is heaviest for deprived families.

The 2018 operation was marked by greater resource mobilisation for vulnerable people through a widening of the scope of the aid recipient base, which had been set for this year at 2.5 million people (as opposed to 2.3 million people in previous years) and consolidate help 500 000

to households, of which 429 100 were in rural areas – there was also an addition of new items (3) to the food aid basket offered to recipients.

Organised with the support of the Ministries of the Interior (Directorate General for Local Communities) and Habous and Islamic Affairs, the food aid operation is subject to financial control by the Professional Group of Banks of Morocco (GPBM), the General Treasury of the Kingdom and Barid Al Maghrib, and product quality control is assured by the National Office for Food Safety (ONSSA).



## OVERALL OPERATION COST

One food parcel costs: 158.6 dirhams  
Market price of one food parcel: 223 dirhams

## HUMANITARIAN AID FOR THE PALESTINIAN PEOPLE

The Foundation's humanitarian mission is further conveyed through international solidarity intervention. In line with strategy of public department responsibility for international cooperation and health, the Foundation organises humanitarian aid for populations impacted by crisis situations following major accidents or natural disasters. The Foundation thereby provides regular humanitarian aid to the people of Palestine.

As part of this year's medical and humanitarian aid decreed by His Majesty King Mohammed VI, may God help Him, the Foundation organised total food aid of 113 tons to help the people of Gaza. This aid, activated during the holy month of Ramadan, helped in providing relief to families of the wounded and victims of events occurring over April in the Gaza Strip.



10 items made up food aid packages

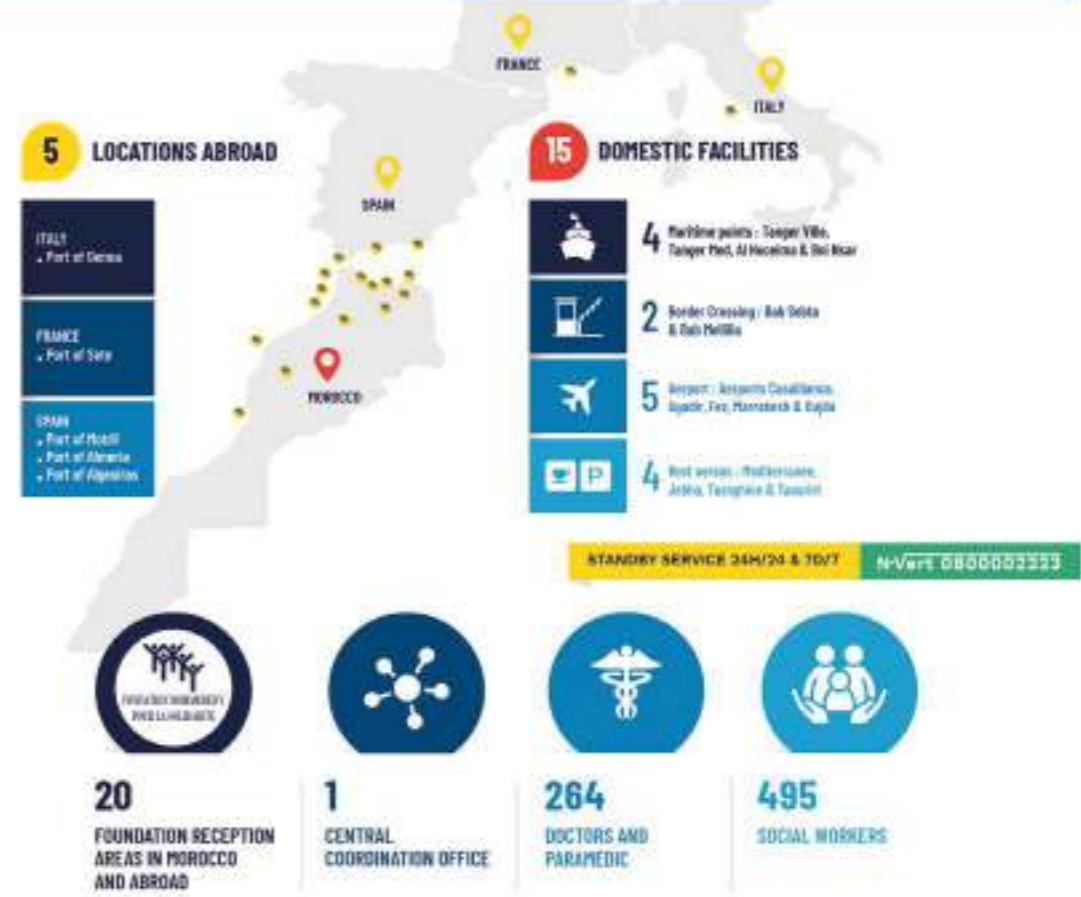
- |                      |                      |
|----------------------|----------------------|
| Flour 25 tonnes      | Starch :             |
| Sugar 25 tonnes      | Pasta 12 tonnes      |
| Dates 5 tonnes       | Rice 12 tonnes       |
| Milk powder 5 tonnes | Lentils 5 tonnes     |
| Oil 14 tonnes        | Chickpeas 5 tonnes   |
|                      | Dried beans 5 tonnes |

## OPERATION MARHABA

During the annual transit period over the summer months, Operation Marhaba aims to support the growing outflow of Moroccans abroad. The operation relies on public and private stakeholder commitment which is coordinated collectively by the Foundation. Each year, measures to receive and provide earmarked services are put into place from June 5<sup>th</sup> to September 15<sup>th</sup>. The objective is to improve reception circumstances, facilitate transit for community members residing abroad and assist those in vulnerable circumstances.



## MARHABA FACILITIES



## KEY FIGURES 2018



# SOCIAL STAKEHOLDER AID

The Foundation's project management principle has led to the implementation of an aid and promotion system, which itself is the result of committed and effective stakeholder partnerships. The Foundation performs background work to consolidate social stakeholder involvement, to improve the effectiveness of their intervention and encourage a culture of innovation in the community. The Foundation supports intervention from community stakeholders (through a system of grants), as doing so provides a national support and mentoring platform whose aim is to bolster project management and governance skills. Premises within the community have been created for this purpose so as to offer optimum settings for meetings, operations and communication.

## KEY DATA 2018

**104** Recipient organisations of the managerial skills program

**28** Management organisations receiving financial aid

**10** Million dirhams allocated to management funds

## SOCIAL STAKEHOLDER NETWORK ACTIVITY

### Regional training and support programs for stakeholder organisations

Programs were designed and based on a needs identification and consultation process within a framework organisations' capacity development. Communication and consultation seminars were organised to this end, in order to carry out centre activity reviews, to identify the principal lessons to be learned in relation to services provided and to define additional aid requirements so that partnerships can improve performance.

- 10** Regional seminars
- 310** Managers and community leaders took part
- 249** Social stakeholder organisations and centre managers were represented

Communication seminars led to training program themes being developed which correspond to needs expressed by stakeholders:

## LEGAL FRAMEWORK, GOVERNANCE AND MANAGEMENT

- Stakeholder governance, GFA, HRM
- Partner Organisational Management
- Legal framework for Organisations
- Organisations' developmental roles

## PLANNING, SCHEDULING, MONITORING AND ASSESSMENT

- Strategic Planning and Project Enactment
- Tools and planning methods, activity scheduling
- Centre management tools and monitoring activities
- Monitoring and Assessment

## PROJECT MANAGEMENT AND ENTREPRENEURSHIP

- Project engineering
- Entrepreneurship and marketing techniques
- Promoting local products
- Marketing Techniques / E-commerce

## PARTNERSHIP, COMMUNICATION AND NETWORKING

- Partnership building and resource advocacy
- Communication among organisations and use of ICT
- Networking
- Stakeholder organisation leadership
- Advocacy and the potential of ICT.

## PSYCHO-SOCIAL AND COMMUNITY CULTURAL SUPPORT

- Psycho-social and educational support
- Community cultural organisation

## OVERALL INTERVENTION ARRANGEMENTS

- 120** Training days
- 346** Support days
- 1743** Managers and recipient stakeholder representatives
- 249** Active national stakeholder associations

## PROGRAM IMPLEMENTATION

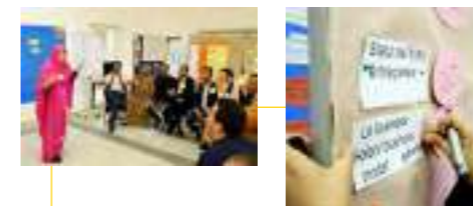
1<sup>st</sup> implementation phase 2018

- 4** Regional Programs  
Regions covered: Rabat - Salé - Kenitra, Sous Massa, Greater Casablanca Settat, Khenifra - Beni Mellal
- 18** Training days  
**208** recipient executives
- 69** Support days  
**728** recipient executives
- 104** Participating partnership organisations



### The Bouknadel Solidarity-based Social Centre - Salé

With a policy to upgrade and improve the partnership organisations' human resources capability, the Bouknadel Solidarity-based Social Centre is able to act as a conduit for deliberation, networking, research and collective creation in social engineering and partner knowledge. Launched in 2010, the centre has been given all it needs to carry out a wide variety of activities: community stakeholder training, communication meetings and inter-organisational contact, promoting fresh ideas and developing coaching and support for community stakeholder organisations etc ... In the 2018 tax year, the centre hosted several training and communication events for partner organisations within a network of artistic residencies with an international community cultural outlook.



## THE CENTRE IN FIGURES

- 40** Training and brainstorming sessions
- 1453** Recipients (young people, community leaders and people with disabilities)
- 273** Activity days
- 30** Organisations from civil society, development institutions, partner organisations and management organisations from various of the Foundation's centres form the grassroots of centres' active network

## Support For Management Organisations

As part of the commitments made to stakeholder organisations and to some of the centre managers, the Foundation has allocated financial support to bolster framework management and funds.

## Centres involved with management fund contributions

- Agadir Centre for Addiction
- Al Ank - Casablanca Centre for community training and activity
- Madinat Errahmna - Casablanca Women's Skills Training Centre
- Moulay Rachid - Casablanca Youth community education zone
- Sidi Othmane Youth Training Centre - Casablanca
- The Oasis Solidarity Market - Casablanca
- Salmia - Casablanca Youth community education centre
- Solidarity Centre for micro enterprises - Casablanca
- Mohammed VI Centre for Solidarity Micro-Finance in Support - Casablanca
- Fez Centre for handicrafts training and qualification
- Zaida Training Centre - Imilchil
- Tourist Information Centre - Imilchil
- Tourist Information Centre Agoudal - Imilchil
- Mellah - Marrakesh Addiction Centre
- Fez Centre for handicrafts training and qualification
- Mohammed VI National Centre for the Disabled - Salé
- Afanour Women's Foyer - Tinghir
- Ait Kadi Women's Foyer - Tinghir
- Taourirt Women's Foyer - Tinghir
- Timidline Training Centre - Ouarzazate
- Timidline Women's Centre - Ouarzazate
- Boumalen Dades Training Centre - Ouarzazate
- Tizegzaouine Training Centre - Ouarzazate
- Ait Ghmat - Ouarzazate training and carpet manufacture centre
- Skoura Youth Complex - Ouarzazate
- Community Zone- Oujda
- Centre for the promotion of aromatic plants - Oulmes



SPECIALLY-DESIGNED SELF-GOVERNING ORGANISATIONS

# The Network of Specialised Organisations

These decreed specialised organisations are the manifestation of the Foundation's programs scheme and form a solidarity response to specific societal issues such as disability, or support mechanisms for distinct sectors of the economy - handicrafts, micro-finance or the marketing of women's cooperatives' products. They gave rise to the implementation of physical premises, which are run by management associations. These include partners involved in areas of intervention such as economic operators, public or semi-public bodies and civil society. These entities have their own human and material resources to be able to implement their interventions. The Foundation oversees and strategically directs these structures.

## THE SOLIDARITY MARKET OF OASIS - CASABLANCA

A unique fair-trade retail space that offers support to cooperatives



The Solidarity Market is able to up the ante when it comes to promoting the community and solidarity economy. This is particularly so with some women's activities in the local produce and handicraft sectors where products suffer the intricacies of a lack of national distribution access. In relation to The Solidarity Market, the Foundation has made a unique distribution channel available which contributes to the appreciation of local knowledge, creates novel sustainable economic opportunity for cooperatives and acts as a source of improvement of women's life circumstances.

The market was designed as a permanent space for commerce, for warehousing and for direct sale of the cooperatives' products. Sales are subject to fair-trade regulations and pricing is set by producers. Prices are displayed via a mark-up system that shows the cooperative which produced the item. In addition to marketing support, the The Solidarity Market also serves as a platform for supporting a cooperative's upgrade or promotion, through a technical program, initiated ahead of distribution access.

### THE SOLIDARITY MARKET OF OASIS - CASABLANCA

#### 2018 ACTIVITY ASSESSMENT

Since its launch in March 2017, the market has recorded very encouraging results thanks to its reception by consumers and their enthusiasm for the cooperatives' products.

A substantial amount of effort is made in relation to the listing and referencing of the market's needs so as to offer quality products. Specific criteria for selection and assessment are observed when choosing cooperatives and approving their products:

- ✓ Hygiene certification and quality-controlled locally-sourced products are ONSSA endorsed
- ✓ Conformity with packaging regulations (strength, appearance and appeal, ingredients labelling ...)
- ✓ Must be representative of all the Kingdom's regions
- ✓ Negotiated prices listed according to contents and competition.

Cooperatives at the Solidarity Market have direct access to sales revenues, which is paid out on the 1<sup>st</sup> and 16<sup>th</sup> of each month.

2018 saw achievement of market autonomy in June of the same year and 16 months after the market space opened.

#### KEY PROGRESS METRICS

Number of listed cooperatives

292

151 in 2017



Representation of regional excellence

Fez - Meknes	52
Beni Mellal - Khenifra	47
Souss - Massa	47
Marrakesh - Safi	30
Casablanca - Settat	25
L'Oriental	24

Rabat-Salé-Kenitra	22
Tangier-Tetouan-Al Hoceima	22
Draâ-Tafilalet	12
Dakhla-Oued Ed-Dahab	5
Laâyoune-Sakia El Hamra	4
Guelmim-Oued Noun	2

ONSSA certified local production cooperatives

166

30 in 2017

Products listed

6 798

2 207 in 2017



Annual number of items sold (per unit)

909 964

597 819 in 2017

Annual visitor footfall

558 548

364 000 in 2017

# THE MOHAMMED VI NATIONAL CENTRE FOR THE DISABLED - SALE

Referral facility for integrated disability management and socio-professional integration of people with mental disabilities



The Mohammed VI National Centre for the Disabled (CNMH) has a royal remit to act as a means for increasing the Foundation's activity in support of those with disabilities. Its launch in 2006 formed a practical response to care issues for the disabled community and to expectations associated with familial and stakeholder support in this socio-economic group. As a reception and service framework, the CNMH aims to improve circumstances in education, rehabilitation, health, professional qualification and access to sporting activity are adapted for children and adults with disabilities.

It connects five regional outreach strands:

- Salé (2006) ■ Safi (2008) ■ Oujda (2011)
- Marrakesh (2012) ■ Fez (2013)

Since 2015 it has included the Centre for Integration and Assistance through Work (a new pilot scheme) which provides a framework custom-built for young people with intellectual disabilities who can be trained within the CNMH framework.

## MAIN CNMH AND REGIONAL STRUCTURES PERFORMANCE METRICS

5 service hubs' activity related to community medical, educational, sports and vocational training.

<b>Medical</b>	<b>7 459</b>	Patient medical consultations (all specialties excluding dental)
	<b>5 847</b>	Dental care treatments
	<b>30 952</b>	Rehabilitation sessions speech therapy, psychomotor education, physiotherapy and orthoptics)
	<b>310</b>	Orthopaedic appliances manufactured

**Community education** 826 Recipients of educational, cultural and involvement in 'art for care'

**Sport** 2 189 Recipients

**Skills Training** 112 Trainees including 34 girls

**Social** 5 688 Assistance and social support recipients

With continuous improvement of recipient care and support services in mind, the CNMH has undertaken upgrading actions as follows:

- 1 Completion of fitting out and equipment installation work for the Marrakesh branch fitting workshop
- 2 Strengthening of human resources through the provision of new staff (doctors and trainers) under the Ministry of Health and the Office of Workplace Training and Employment Promotion

3 Restructuring community educational elements through the recruitment of specialised educators both in the CNMH and in the regional branches

4 Strengthening skillsets for CNMH staff and partner association who work in disability services via 30 training sessions organised for 688 managers, educators and supervisors

5 Development of new communication tools in order to raise awareness among the general public and partners organisations: launch a new CNMH website, publication of a bimonthly journal and launching Web Handi Radio.

## PUBLIC RELATIONS AND SOCIAL ACTIVITIES

2018 witnessed a series of sports, cultural and recreational projects, organised specifically during events dedicated to disability awareness and the promotion of disabilities rights.

### March



**Second "Sports and Culture" Festival** on March 8<sup>th</sup>; a new CNMH project for gender equality awareness for people with disabilities themed «Unite against all forms of discrimination» organised on World Women's Day.

**10<sup>th</sup> National Disability Forum**, from March 22<sup>nd</sup> to 30<sup>th</sup>: under the High Patronage of His Majesty King Mohammed VI, may God help him, organisation of the 10<sup>th</sup> «Inclusive Education for People with Mental Disabilities» conference - over 2 000 participating experts and executives from departments and stakeholder organisations.

**5<sup>th</sup> Children's Mental Disability Theatre Festival**, March 30<sup>th</sup>

### April to May



**Participation in various sporting events** in preparation for the 10<sup>th</sup> Morocco Special Olympics national games which took place from May 4<sup>th</sup>-11<sup>th</sup> in Ifrane

### June



**Examination period for mentally disabled people for primary studies certification**, a first in Morocco organised at the CNMH in Marrakesh on June 21<sup>st</sup> and 22<sup>nd</sup>.

**26<sup>th</sup> June Communication Day with the theme «Marriage for people with mental disability»**, organised in partnership with the United Nations Population Fund.

### July



**National holiday camps**, during the whole of July. 60 young people with mental disabilities and 20 without disabilities were welcomed to the CNMH for a timetable of educational, sport and cultural activities scheduled to take place within and also away from the centre.

As part of its scientific activities the CNMH was also involved in developing the Ministry of Health's Vision 2025 by chairing the «Disability» working group. The CNMH also took part in the National Conference on Social Protection run by the Ministry of General Affairs and Governance and delivered through a disability workshop.

### December

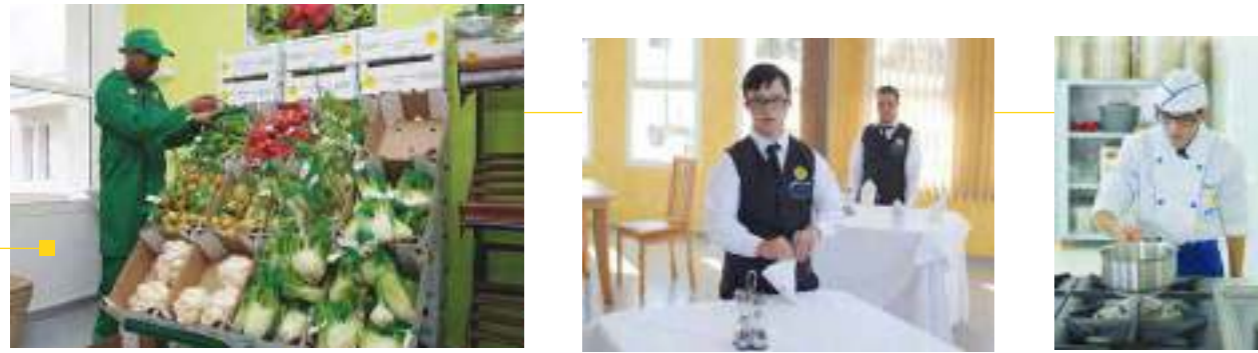


**3<sup>rd</sup> December Celebration of International Disability Day.**

**2<sup>nd</sup> road race** organised by the Oujda CNMH regional branch to support young people with mental disability.



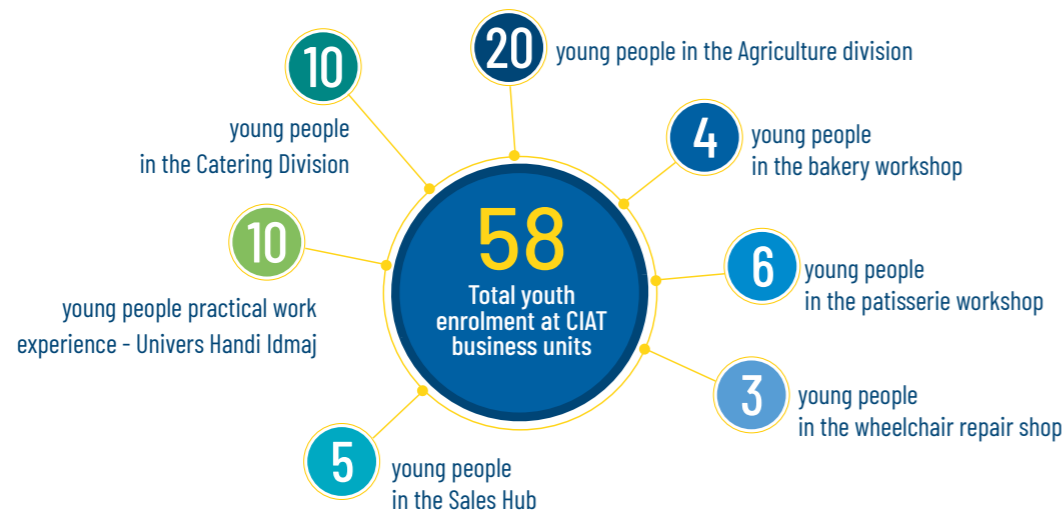
# THE CENTRE FOR EMPLOYMENT INTEGRATION AND SUPPORT (CIAT)



Since February 2016 and operating as a social welfare institution (Licence N° 1084/17 of August 4<sup>th</sup>, 2017), CIAT has been carrying performing its mission of offering young people with mental disabilities a structure of work adapted with new mainstream inclusion opportunities.



## 2018 ACHIEVEMENTS



CIAT sales performance reported a tangible development in its consumer business compared to tax years 2016 and 2017.

🚪 Visitors				👶 Schoolchildren				🛒 Organic Baskets			
2016	2017	2018		2016	2017	2018		2016	2017	2018	
9 000	9 000	13 674		220	1 543	4 000		3 420	4 000	3 500	



The CIAT is a practical response to marginalisation issues experienced by disabled people in the employment market. It offers work in a business environment adapted to the specific needs of young people with mental disabilities. They are paid, have social rights and spend time under specialised supervision.

The scheme welcomes young people with mental disabilities who are over 20 with their entry to the programme based on specific selection criteria: age, skills training endorsement within the CNMH, the level of mental disability and both physical and psychological abilities. The young people included in this work are participating in service industry trades (catering, retail, bakery-patisserie) and agricultural and horticultural production. Each activity is supervised by caregivers and specialised technicians. Young people also benefit from permanent community medico-educational follow-up and support activities (continuing education, sports, etc.).



2018 saw the opening of a new work placement scheme at L'Univers Guiche Loudaya's Handi Idmaj. There is an Italian restaurant, "Gusto, L'italien Autrement", which has taken on 5 mentally disabled young girls and boys. They help out in the restaurant by welcoming customers and serving and also by helping in the kitchens as junior chefs. The restaurant has been open since September 5<sup>th</sup> and specialises in Italian dishes and pizzas using CIAT's organic produce.

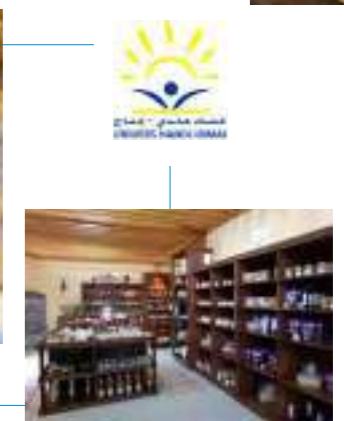
Its **40** PLACE SETTINGS and the restaurant has been well received by the general public.  
 have seen **1 700** CLIENTS



The "Univers Handi Idmaj" is an extension of CIAT in the workplace. It has a delicatessen, a bakery and a new Italian restaurant and was opened as commercial premises in 2017 in a densely populated residential area. This project has provided work placements for 8 young people with mental disabilities who had their initial training at CNMH and who were then introduced in 2016 to this CIAT adapted environment.

The «Univers Handi Idmaj» welcomed more than

**5 000** VISITORS AND CUSTOMERS IN 2018



# THE CENTRE FOR VERY SMALL SOLIDARITY BUSINESSES - CASABLANCA

## Economic integration through the promotion of solidarity entrepreneurship



In 2015, the Foundation's action for economic integration of underprivileged youth was given new impetus through a new scheme: the Casablanca Centre for Micro-business Joint Ventures (CTPES). It has been implemented as a community program specifically designed to support young entrepreneurs in project start-up and aims to strengthen managerial skills and foster micro-business ideas.

In line with this course of action and in responding to the diverse needs and expectations of young entrepreneurs, the CTPES strives better to coordinate and balance its activities that bolster support given to young disabled people's projects. 2018 saw a series of important steps taken which made a widening of the scope of support opportunities possible and which helped to improve the program's impression on young recipients.

### KEY PERFORMANCE METRICS

2018 is the reference year for CTPES, which has completed its first intervention cycle and has covered all phases of the support system (pre-creation, creation

and post-creation start-up and post-start-up and post-incubation in the workplace). 4 recipients' classes and 3 cohorts of young entrepreneur graduates.

#### Number of young people supported

Successful applicants following selection from 464 applications  
2018 Selection phase.

**68** in pre-start-up phase

**30** in start-up phase

**20** in the post-start-up phase

**34** in -3year follow-up and post-start-up

#### Type of activity support

##### Services

- IT Solutions
- Recycling and waste upcycling
- Electrical, mechanical and industrial maintenance
- Cooling and air conditioning
- Hair and beauty
- Security and housekeeping

##### Production

- Audiovisual
- Communication and publicity
- Carpentry and decoration
- Agribusiness and agriculture
- Construction industry
- Metal construction and metallurgy
- Manufacture

#### Training and coaching

Raising awareness and skills building

Cohort 2 — **31** workshop & training activities

Cohort 3 — **12** training activities since their enrolment

Project development and awareness (Casablanca - Settat region) — **64** training days — **16** training strings

awareness sessions at CTPES: General public — **397** Participants — **44** on average per month from Jan-Sep 2018

#### Socio-economic metrics

**93 formal TPEs** (Project-based learning schemes) (3 years) • + 68 (in progress 2018) • 42 cohort 1  
• 21 cohort 2 • 30 cohort 3 and 68 cohort 4 (in progress)

→ **82.35 %** Retention of post-incubation activity.

→ **175 PEP** (Self employment + permanent contract)  
**74 various jobs** (internship, part time):  
• 88 self-employment (Cohorts 1-2-3)  
• 87 permanent jobs (56 PEP cohort 1, 31 PEP cohort)

↓ **34 + 20** (in progress) Project-based skills learning outwith the center post-incubation

→ **100%** sign-up for comprehensive civil liability insurance / Work-related accident Insurance

→ **100%** use of banking facility of solidarity entrepreneurs.

→ **100%** of the 87 PEP (association for rights to education, culture, healthcare, leisure activities and social life) are declared to the CNSS (social security organisation).

#### Promotion and Cooperation

CTPES has carried out various promotional activities to strengthen its national and international partnerships in terms of exchange of expertise and skills building. Such activity has allowed young entrepreneurs to make the most of a networking principle alongside their various partners in the local market.

##### ■ Projet Deauville: financial involvement through micro-credit

Young recipients followed 3 modules on micro finance services as follows:

- Entrepreneurial awareness of micro-credit recipients and strengthening of entrepreneurial skills
- Development of educational tools and skills building for targeted projects
- Sectoral analysis to map entrepreneurial ecosystem stakeholders, identify locally promising market niche sectors

##### ■ Meeting of the Solidarity support network for the young - Project work - May 9<sup>th</sup>, 2018

To foster goodwill and support for young recipients during the post-start-up phase, the CTPES organised a meeting of the solidarity network with the Casablanca business community.

The meeting brought nearly 30 private entrepreneurs together from different business sectors and helped build a network of mentors willing to provide coaching to young project workers during their development phase.

##### ■ Training Workshop - United Nations Industrial Development Organization (UNIDO) and The Arab International Centre for Entrepreneurship & Investment (AICEI) - Bahrain

As part of this partnership, the CTPES team agreed a scheme for training of trainers (ToT) based on the UNIDO clusters approach. Via this certification scheme, the Centre's expertise, as focal point of UNIDO support programs in Morocco, has been strengthened in order to be involved within structures and institutions in the Moroccan and African entrepreneurial ecosystem.

##### ■ CTPES 2018 Annual Meeting - November 23<sup>rd</sup>, 2018

As part of its promotion policy for services to young recipients, the TPES Centre organised the Annual Meeting of Entrepreneurial Support workers. This event aims to bring ecosystem stakeholders together around a synergies creation theme within the various programs offered to young project leaders. It also allows CTPES program recipients to be involved in this network and to find opportunities for forming employment and exchange links.

The event was an opportunity to present certificates to award winners from the first cohort of the Specialised Master in Entrepreneurial Support, founded in October 2016 by the Mohammed V Foundation for Solidarity. This was in partnership with the Faculty of Legal, Economic and Social Sciences - Ain Chock of the Hassan II University and eco-entrepreneurs and finalists of the Switchmed program who were tutored on access to green financing and who pitched successfully to financing stakeholders in Morocco.

# THE MOHAMMED VI CENTRE FOR SOLIDARITY-BASED MICROFINANCE - CASABLANCA

## A ground-breaking instrument of microfinance promotion



As micro-credit is seen as an important driver for action in the fight against poverty, the Foundation has provided ongoing support to the micro-finance sector through the Mohammed VI Centre for Solidarity Micro-finance Support (CMS) for more than ten years. Its aim is to allow the greatest number of recipients to access micro-credit and to complete their projects

and guarantee their sustainability through marketing support while serving as a training platform for sector stakeholders. In line with the 2017-2020 strategic plan, the CMS continues to maintain its sector training objectives, develop micro-entrepreneur valorisation in local and regional economies and advance scientific work through the CMS Observatory.

### Training

With greater outreach to the microfinance sector in Morocco in mind, a Moroccan AMCs (Associations Marocaines de Microcredit) analysis of training needs was carried out by the CMS between July and October 2017. This enabled the identification of themes that in 2018, were included as training modules for Moroccan AMCs and also for some microfinance institutions in other African countries.

In this context and in partnership with the Training Centre of the Banking Profession (CFPB - France), two training courses relating to the Professional Certificate in Microfinance have been scheduled for «Credit Agents» and «Agency Managers». With regard to the e-learning platform, launched in 2017 with a wide range of Common Core, Profession and Cross-discipline modules, the CMS was able to reach more staff, support project leaders and AMC staff and promote distance learning and skills improvement skills.

### Annual training program assessment

	Number of training days	Headcount	JFP <sup>(*)</sup>
Certificated training	2	4	4
Logistics support	134	1 376	5 438
Specific & Scheduled Training	319	266	1 262
e-learning training	11 587	6 282	11 587
ME training	62	1 238	1 238
<b>Achievements</b>	<b>12 104</b>	<b>9 166</b>	<b>19 529</b>

(\*) JFP: Journées de formations participants Training Days Participants (Training Days x headcount)

The total number of people trained by the CMS (agents and recipients of AMC) in classroom-based training since its creation reached 45 433 people in 2018, which represents an increase of 15% compared to 2017. This rose to 18% with distance learning launched in 2017 is taken into account. Free access to the «Financial Education for All» e-learning platform is available via the CMS website:

[www.cm6-microfinance.ma/fr/education-financiere](http://www.cm6-microfinance.ma/fr/education-financiere)

### Promoting micro-enterprises and marketing support

Acting as a point of contact stakeholder in solidarity microfinance, the CMS has hosted several micro-entrepreneur support and promotion events. New initiatives have been launched in this respect, notably the Min Miniliki Academy. Its participation in national events related to the sector is also an opportunity to provide a showcase for and business opportunities to micro-entrepreneurs.

#### Micro-Entrepreneur Regional Meetings

9 Regional Meetings of the Micro-Entrepreneur sessions were organised for 914 people in Meknes, Casablanca, Larache and Agadir. These sessions benefited from sharing experience, discussing synergies on business activity, had access to exhibition spaces for their products and took part in training workshops.

#### The «Min Ajiliki» Program

A partnership with the Association for the Promotion of Education and Training Abroad (APEFE Wallonia-Brussels), this program aims to promote women's entrepreneurship. From this came the organisation of the Women's Micro-Enterprise Day training workshops, the provision of a commercial space for 100 female micro-entrepreneurs and also the launch of the "Min Ajiliki Academy". Launched on October 3<sup>rd</sup>, 2018 this initiative focuses on financial independence for women through support of the creation of local micro-economic activity.

#### Regional Awareness Campaign for Female Entrepreneurship and Self-employment

Organised under the auspices of the Ministry of Employment and Employment Integration, supported by APEFE Wallonia-Brussels, this campaign is intended to be a platform for exchange between women's businesses, self-employed people, public and private operators and financial and non-financial support services. On November 29<sup>th</sup>, 2018 and after stopping off in Safi and Kenitra, the campaign - part of advanced regionalism characterised by the two tenets of job creation and economic growth - put in at the Casablanca CMS event.

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

The sixth «National Micro-Entrepreneur Award» ceremony took place on October 18<sup>th</sup>, 2018 within the framework of the CMS. Organised in partnership with the National Federation of Microcredit Associations (FNAM), the PNME paid tribute to Microfinance recipients in the Kingdom. This is a demonstration of esteem held for female and male micro-entrepreneurs, who have stood out with projects that have improved their life circumstances and / or those of their entourages. Of the 186 candidates who submitted their names for the award, 32 prize winners – of whom 20 were women – received recognition at the awards ceremony. A ninth award, the «Green Economy» was added in 2018 and is aimed at micro-entrepreneurs who have contributed to environmental protection. The NMEP is now an essential part of Microfinance in Morocco and since its launch 2012 has bestowed awards to 164 prize winners over 6 years, which includes 60% of women out of a total of 982 nominees.

#### International Date Fayre

In partnership with the Agricultural Council National Office (ONCA) the CMS took part in events to raise entrepreneurship and training awareness for 102 micro-entrepreneurs working in the agricultural and para-agricultural sector – this was during the 9<sup>th</sup> International Date Fayre from 25<sup>th</sup> to 28<sup>th</sup> October 2018 in Erfoud. The CMS deployed its «Mobile Training Unit», to provide training on entrepreneurial activity characteristics, marketing techniques and personal development. The CMS also set up its «support for agricultural entrepreneurship and employability» booth in company with ONCA agricultural advisers, for all Agricultural Council proceedings - a booth which showcases in managerial and entrepreneurial guidance for farmers.

#### ECOSS 2018 National Fayre

The 7<sup>th</sup> National Fayre for Community and Solidarity Economy (ECOSS) was held from 9<sup>th</sup> to 18<sup>th</sup> November 2018 in Agadir. Its theme was «Community and Solidarity Economy - the challenge of inclusive territorial development». In addition to 200 000 visitors and alongside national delegates, more than 40 international exhibitors and 600 cooperatives from France, Canada, Belgium, Senegal, Tunisia and Spain attended this fayre. The CMS's own stand was also on show at this great event. 40 exhibition stands were provided to microcredit recipients and selected cooperatives for free.

### MICROFINANCE OBSERVATORY

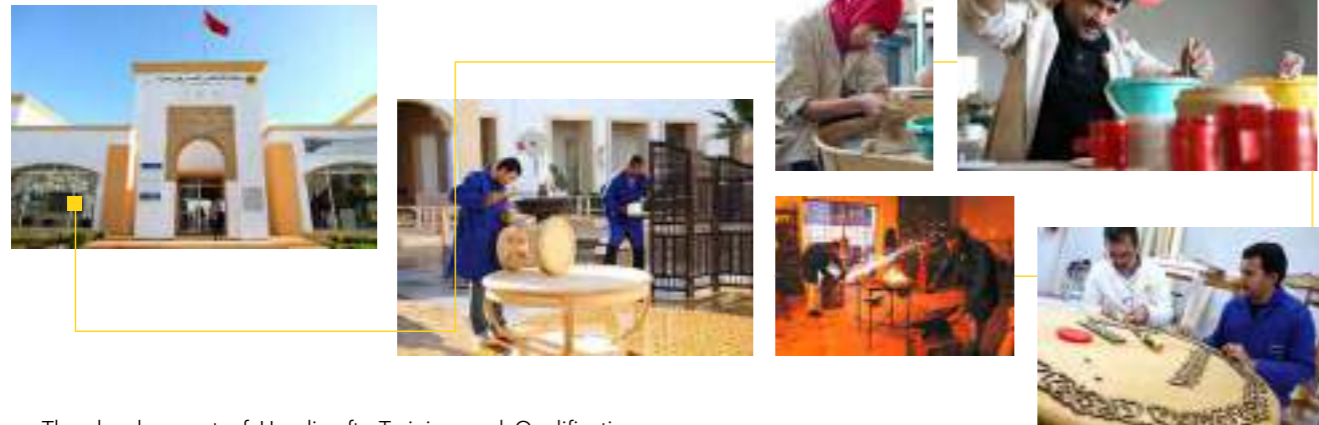
In 2018, the Microfinance Observatory developed several sector-based projects that reinforce its role as platform for analysis, monitoring and advocacy of best practices in Moroccan microfinance initiatives.

The following represent the main projects:

- Continued development and advocacy of CMS reporting materials (Moroccan Microfinance Monthly Scorecard, Moroccan Microfinance Quarterly Broad Features and Factsheet Tool for Financial and Community Microfinance Performance Analysis in Morocco);
- Outlines from the AMC for a new enhanced-design framework merging the «Moroccan Microfinance Monthly Scorecard» and the «Moroccan Microfinance Quarterly Broad Features»;
- Launch of a revitalisation process for the "National Microfinance Outline", via amelioration of its AMCs framework, updating current data and software;
- Data analysis relating to micro-entrepreneurs who took part in the «Regional Micro-Entrepreneur Meetings» which were organised by the CMS;
- Projects follow-up under the World Bank's Deauville Initiative: CMS e-Learning Platform, Financial and Community Reporting Platform for Microfinance in Morocco, CMS Solidarity e-commerce Platform and Scoping Analysis on Microfinance for recipients and potential clients;
- In collaboration with the National Federation of Microcredit Associations organisation of two workshops – one on the current status of the Moroccan microcredit market – the other on implementing the analysis roadmap for potential in the Moroccan microfinance market;
- Supervision and support for researchers and trainees interested in microfinance.

## THE CENTRES OF QUALIFICATION AND TRAINING IN HANDICRAFT PROFESSIONS

A creative policy for the promotion of handicrafts and integrating young people into active life



The development of Handicrafts Training and Qualification Centres arose from the Foundation's wish to focus on the sector's productivity, strong community influence and growth generation. When the first centre was launched in 2009 the challenge was to encourage the professional integration of deprived young people through the skills strengthening the sector's stakeholders (ongoing crafters' training, production valorisation, national and international cooperation, etc). Today 3 regional networks form the operational make-up of this program: The Fez CQFMA (November 2009), the Salé CQFMA (July 2012) and the Marrakesh CQFMA (November 2012).

These networks maintain the same objectives of creating new generations of handicrafts people, promoting entrepreneurship among young people and mentoring craftspeople, while serving as an integral link for the support of marketing through fusion with handicrafts cooperatives. Activity is divided into four main areas: training (for both young trainees and craftspeople), support for vocational integration of young award winners, marketing and development support for handicrafts.

### Training program

#### Apprenticeship training

Apprenticeship training, which is the centres' main activity, is open to young people aged 15 and over who come from deprived backgrounds and who have left school. 80% of time dedicated to training takes place in handicraft businesses (cooperatives and single craft entities), including those that are centre-hosted. The young trainees have access to 6 activity sectors, which are subdivided into various trades (10 to 25 trades) according to centre specialisation.

The 2018 - 2022 training program was initiated via partnership between CQFMA Management Associations, the Tourism, the Ministry of Air Transport and the Ministry of Tourism, The Ministry of Handicrafts and Community Economy and the Ministry of National Education, Vocational Training, Higher Education and Scientific Research in the 2018 academic year. It plans to train an overall workforce of 9 000 young people over a 5-year period in 6 sectors: leather, textile, wood, land, metals and plant matter, according to CQFMA distribution as follows:

#### Headcount 2018

	CQFMA FEZ		CQFMA SALE		CQFMA MARRAKESH	
Headcount of new entrants	518		400		800	
	219 Men	181 Women	235 Men	165 Women	271 Men	529 Women
<b>Overall headcount</b>	<b>1 718</b>					
Award winners 2017-2018	215		260		600	
<b>Overall award winner headcount</b>	<b>1 075</b>					

CQFMA		
FEZ	SALE	MARRAKESH
3 500 Young people	3 000 Young people	2 500 Young people

#### Number of trainees by sector of activity

	CQFMA FEZ	CQFMA SALE	CQFMA MARRAKESH
Leather	50	-	16
Wood	68	36	66
Textiles	229	296	565
Metal	102	42	93
Land	68	11	60
Plants	4	15	-

#### Ongoing training

The continuing education program is aimed at both craftspeople involved in supervising young trainees, and handicrafts people active in local markets. It plans to build up their skills and pays particular attention to new product development areas, namely design, innovation and management and marketing.

Each CQFMA has its own policy for ongoing training which is bolstered through national and international partnerships that offer new know-how to handicrafts people.

#### CQFMA SALE

- Technical training for 550 craftspeople in Leather, Textile, Wood and Metals.
- Educational training for 9 handicrafts trainers in apprenticeship training.

#### CQFMA FEZ

- Financial education training for 92 craftspeople
- Educational training for 40 handicrafts trainers in apprenticeship training.
- Training for 26 craftspeople in developmental analysis methods of company interns and for 45 craftspeople on approval of young trainees' experience.
- English language for 155 Training craftspeople

#### CQFMA MARRAKESH

- Training for 440 craftspeople in tailoring, traditional weaving, carpet weaving, pottery-ceramics, metalwork, leather goods and wood carving.

#### Support program for young award winners' vocational integration

Equipped with a support unit for the integration of young graduates into the job market, CQFMAs activate various policy drivers to facilitate access to employment. A support approach, implemented in line with the young people's work project

allows their placement directly into companies or to support them in project creation. This second leverage tool has been augmented by integrating CQFMAs into the Inclusion through Economic Activity Program launched in 2016 by the Foundation.

	CQFMA FEZ	CQFMA SALE	CQFMA MARRAKESH
Award winners placed in host handicraft business	114	163	180
Award winners placed in cooperative handicraft business			342
Award winners supported by cooperative creation	70 (29 cooperatives created)	7 (3 cooperatives created)	15 (3 cooperatives created)
Award winners supported for entrepreneurial projects	12	9	10
<b>Placement rate</b>	<b>91%</b>	<b>45%</b>	<b>91%</b>

## Promotion and Cooperation

Through trades activity and development in a sector of national and international influence, the CQFMAs maintain their policies of promotion and institutional cooperation. This has two objectives: to consolidate training and support action for young apprentices and handicrafts people and to create commercial opportunities for handicrafts production.

New partnership agreements were made in 2018 to increase opportunities for sharing know-how and expertise, and for strengthening the means of finding work for young people. CQFMAs also organised and participated in numerous local and regional promotional events.

### CQFMA SALE

#### • Skills Building and Training

Agreement with the National School of Technology

#### • Events

Organisation of the 2<sup>nd</sup> Women's Festival open to the general public

### CQFMA FEZ

#### • Skills Building and Training

Agreement with the Rhode Island School of Design

Agreement with the English Teaching Internship Initiative

#### • Events

Participation in a handicraft fayre in the United States (Providence)

### CQFMA MARRAKESH

#### • Skills Building and Training

Agreement with the Mohammedia School of Engineers

Agreement with Design School Copenhagen and Women's Cooperatives of Marrakesh

Agreement with CAMONDO School in France (Paris)

Agreement with the Youssoufia Skills Center

#### • Vocational integration support

Agreement with the Regional Center for Investment

#### • Events

Commercial exhibition at Hotel Vizir

Organisation of open days



## ACTIVITY REPORT 2018

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