

# 2013 ANNUAL REPORT

THINKING & ACTING FOR A SOCIALLY  
RESPONSIBLE DEVELOPMENT



FONDATION



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FOR A SOCIALLY  
RESPONSIBLE  
DEVELOPMENT

ANNUAL  
REPORT 2013

FONDATION



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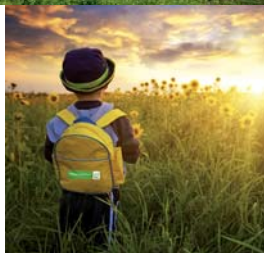
His Majesty King Mohammed VI, May God Assist Him

“ Many significant achievements have been made in the area of education and training, as indicated, in particular, by the increase in school enrolment rates, especially that of girls. We owe this to the commendable work carried out by the men and women involved in the education sector.

Nevertheless, we still have a long, arduous journey ahead of us if we are to enable this sector to actually play its role as an engine for the achievement of economic and social advancement. In this connection, we cannot but ask this pressing question: Why is it that so many of our young people cannot fulfill their legitimate professional, material and social aspirations? ”

Excerpt from the speech given by His Majesty King Mohammed VI, May God Assist Him, on the occasion of the 60th anniversary of the Revolution of the King and the People, on August 20th 2013.

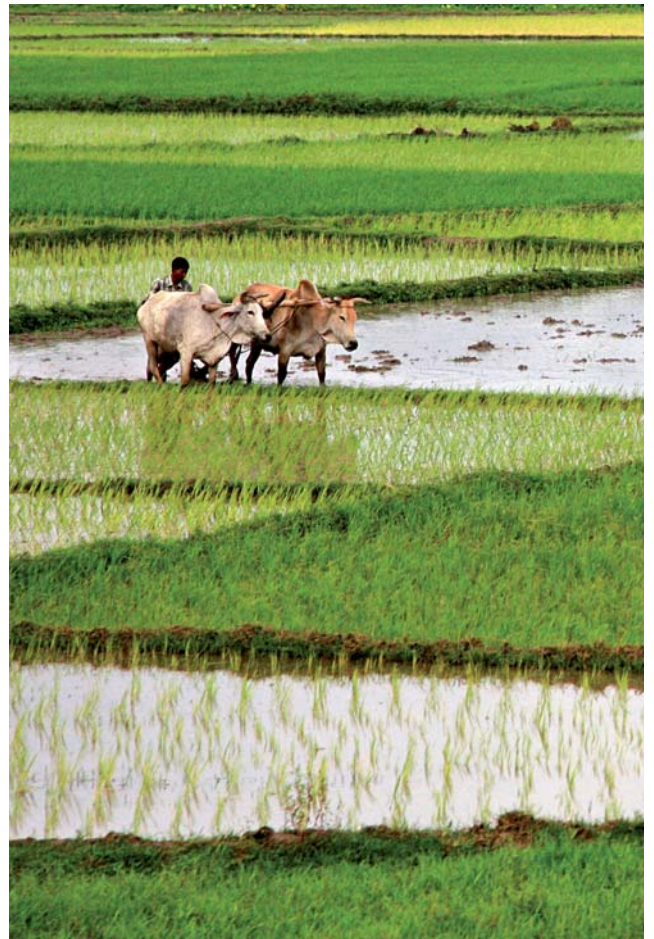
THINKING & ACTING  
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# OCP GROUP SOCIAL AND SOCIETAL COMMITMENT

Human development activities are implemented by OCP Foundation in order to better press ahead its mission of supporting economic and social development







... that Mass-Observation is an attempt to produce a new philosophy of life as based on the significance of the social environment. This may lead to a more permanent and fruitful faith in race, politics, technology, and the individual.

... on: Mass-Observation is an attempt to produce a new philosophy of life as based on the significance of the social environment. This may lead to a more permanent and fruitful faith in race, politics, technology, and the individual.

... means for producing a new philosophy of life as based on the significance of the social environment. This may lead to a more permanent and fruitful faith in race, politics, technology, and the individual.

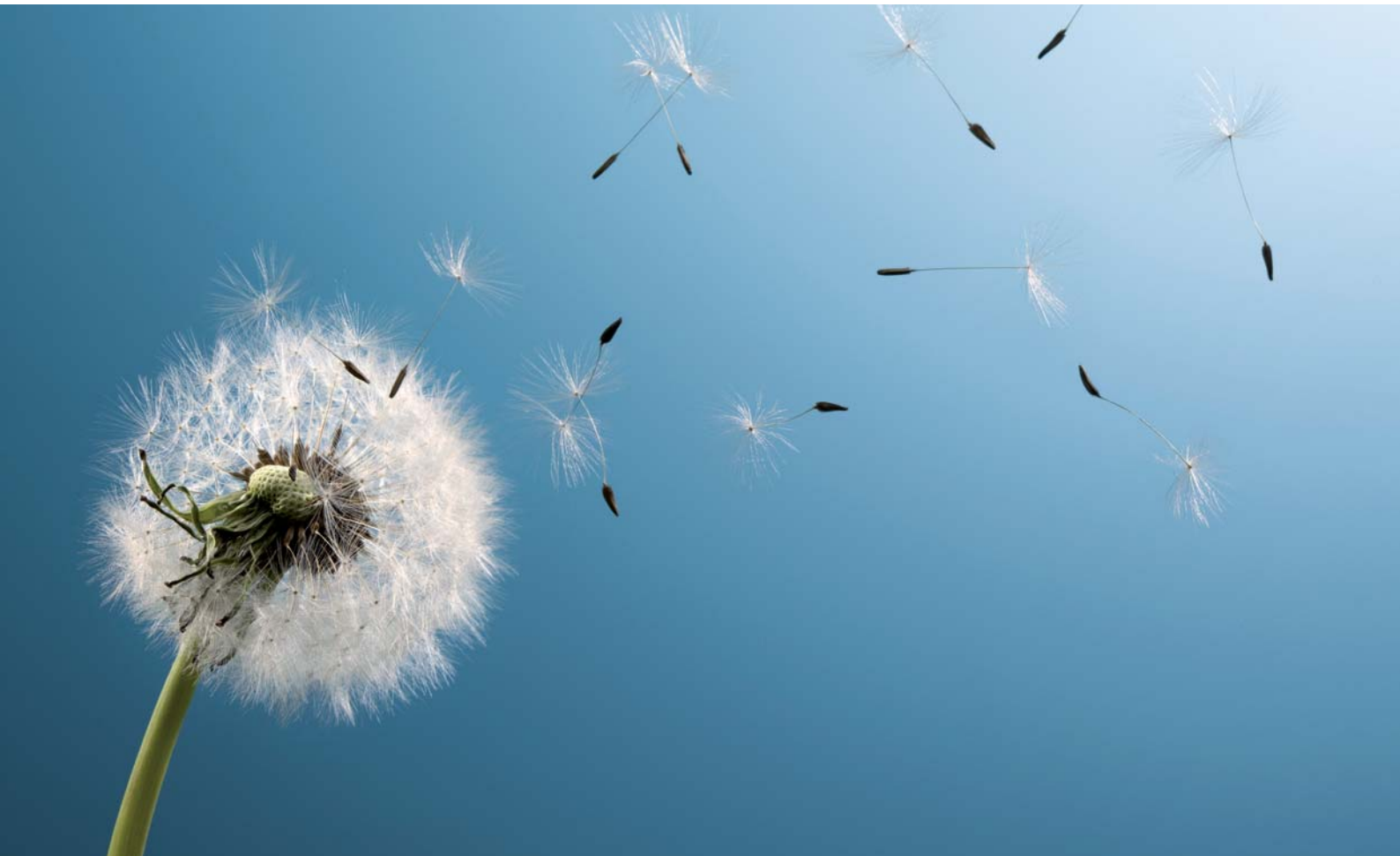
... certain tendencies in science and the individual.

## A COMMITMENT FOR ALL

In 2013, OCP Foundation expanded its activities.

To sustain this trend, it has been necessary to increase the Foundation staffing. Thus, OCP Foundation has insured the means to fulfill at the best its economic and social mission.

# 2013 IN FIGURES



**COMMITMENT & SHARING**  
AS A GUIDELINE

## A CARAVAN PROGRAM REACHING OUT 8 000 FARMERS

3 thematic caravans reaching 15 regions in Morocco.

## ATLANTIC DIALOGUES, AN INTERNATIONAL CONFERENCE

Over 400 participants at the 3rd edition

## OCP ENTREPRENEURSHIP NETWORK

Supporting 30 startups at the Morocco  
Startup Cup Competition

## SOCIAL PROJECTS BENEFITING OVER 250 000 PEOPLE

96% from rural areas of which  
88% are women and children

## A PROGRAM TO ENHANCE THE PRODUCTIVITY OF LEGUMES

15 000 small farmers in India

10 000 farmers in Morocco between 2012 and 2017

## A NETWORK OF LOCAL AND INTERNATIONAL PARTNERS

Over 300 partners

## 130 STUDENT SCHOLARSHIPS AWARDED FOR GRADUATE STUDIES

To young people from deprived backgrounds

## AN AWARENESS PROGRAM BENEFITING TO APPROXIMATELY 10 000 FARMERS

120 days of training and 190 demonstration  
plots in 16 regions throughout the Kingdom





# OCP FOUNDATION WHO WE ARE AND WHAT WE DO

OCP Foundation is a non-profit organization that was created in order to better press ahead the social and societal commitment of OCP Group



## THE CITIZEN, OUR CORE COMMITMENT

Vulnerable populations are the main concern of OCP Foundation; that is why the Foundation implements human development activities at the national and international level.

**34 200**  
AGRICULTURAL  
DEVELOPMENT  
PROGRAM  
BENEFICIARIES

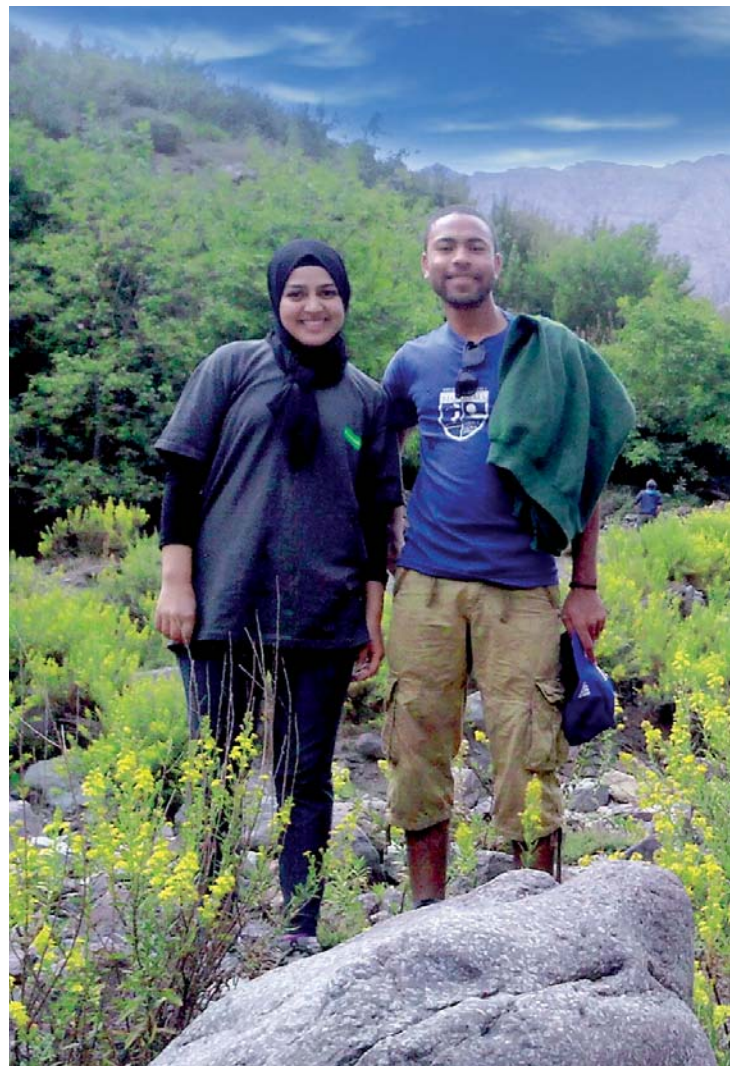
**250 000**  
CITIZEN-ORIENTED  
DEVELOPMENT  
PROGRAM  
BENEFICIARIES

**12 100**  
YOUTH  
SUPPORT  
PROGRAM  
BENEFICIARIES

## HUMAN DEVELOPMENT, OUR CORE PRIORITY

OCP Foundation's main role is to develop and implement community programs, focusing mainly on human development in Morocco and in several Southern countries, within a South-South cooperation context through:

- Promoting education and training;
- Improving youth employability;
- Promoting and stimulating entrepreneurship;
- Reducing poverty;
- Contributing to socio-economic development;
- Ensuring better access to health care;
- Socio-cultural activities and heritage conservation;
- Supporting food security programs.





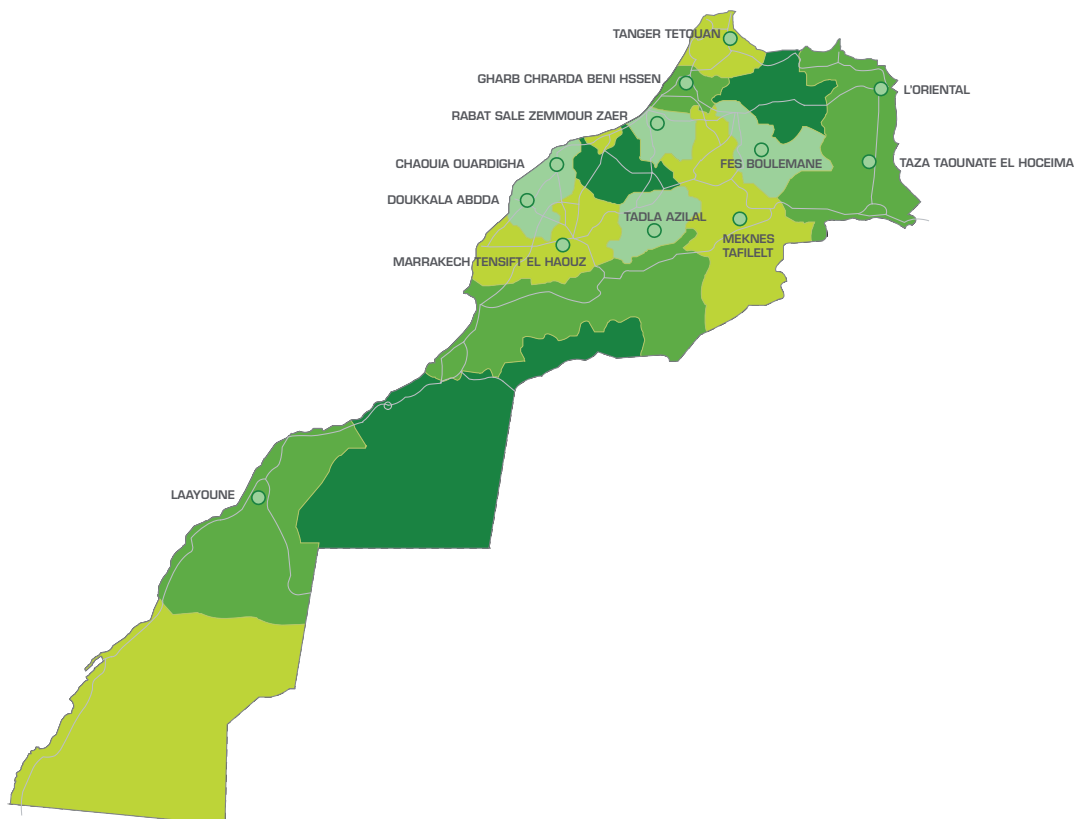
The OCP Foundation activities focus on five major areas, managed directly by the Foundation or by affiliated entities, as follows:

- Social development;
- Agricultural development;
- Preservation of national and cultural heritage;
- Training and research;
- Reflection and strategy.

In 2013, the OCP Entrepreneurship Network program was established by OCP Foundation in order to encourage entrepreneurship and to support innovative projects that provide new employment opportunities.

## NATIONAL PRESENCE

In order to optimize its work of geographical proximity to the targeted populations, 14 regional representations strengthen the presence of OCP Foundation in the Kingdom of Morocco.



# INTERNATIONAL PRESENCE

Within the framework of the South-South cooperation, OCP Foundation works to implement more agricultural development projects in India and Africa. These projects are initiated by OCP Foundation, meeting the needs of local populations.

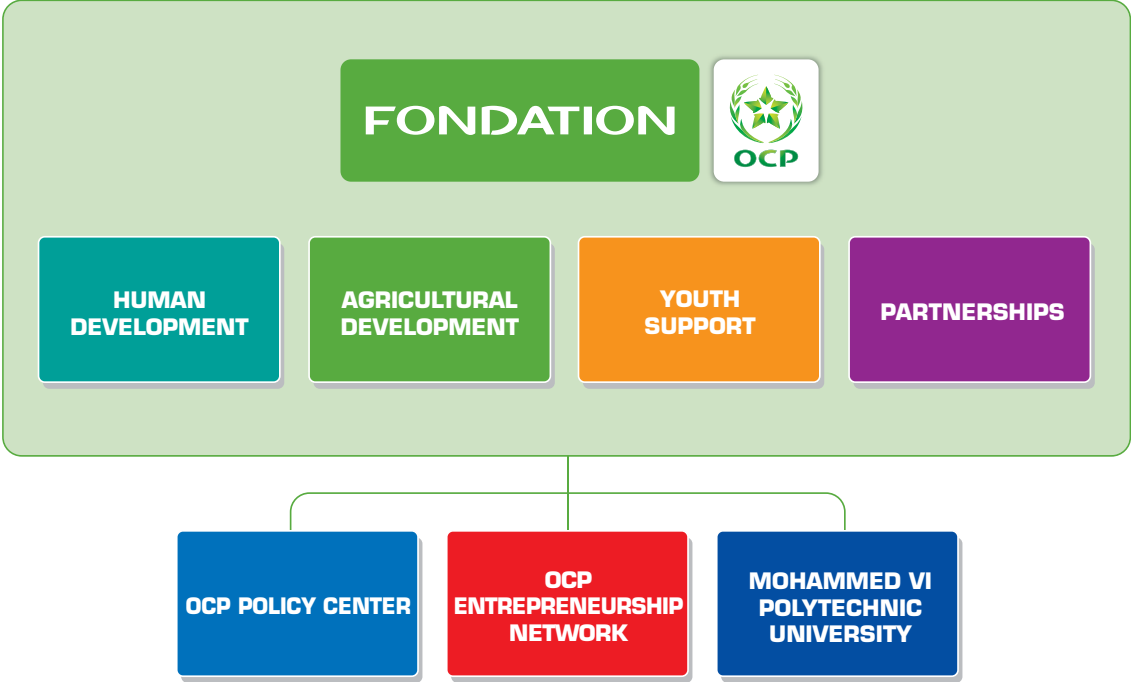




## HUMAN RESOURCES, THE CORE OF THE FOUNDATION'S PERFORMANCE

We believe that the availability of our human resources is essential to achieve the goals we have set: indeed, the staff training, their qualifications and skills contribute closely to strengthen the Foundation. For us, human resources are a strategic sector; its development goes hand in hand with the growth of OCP Foundation's activities.

# ORGANIZATION OF THE OCP FOUNDATION IN 2013



Headquarters of OCP Foundation (Rabat)

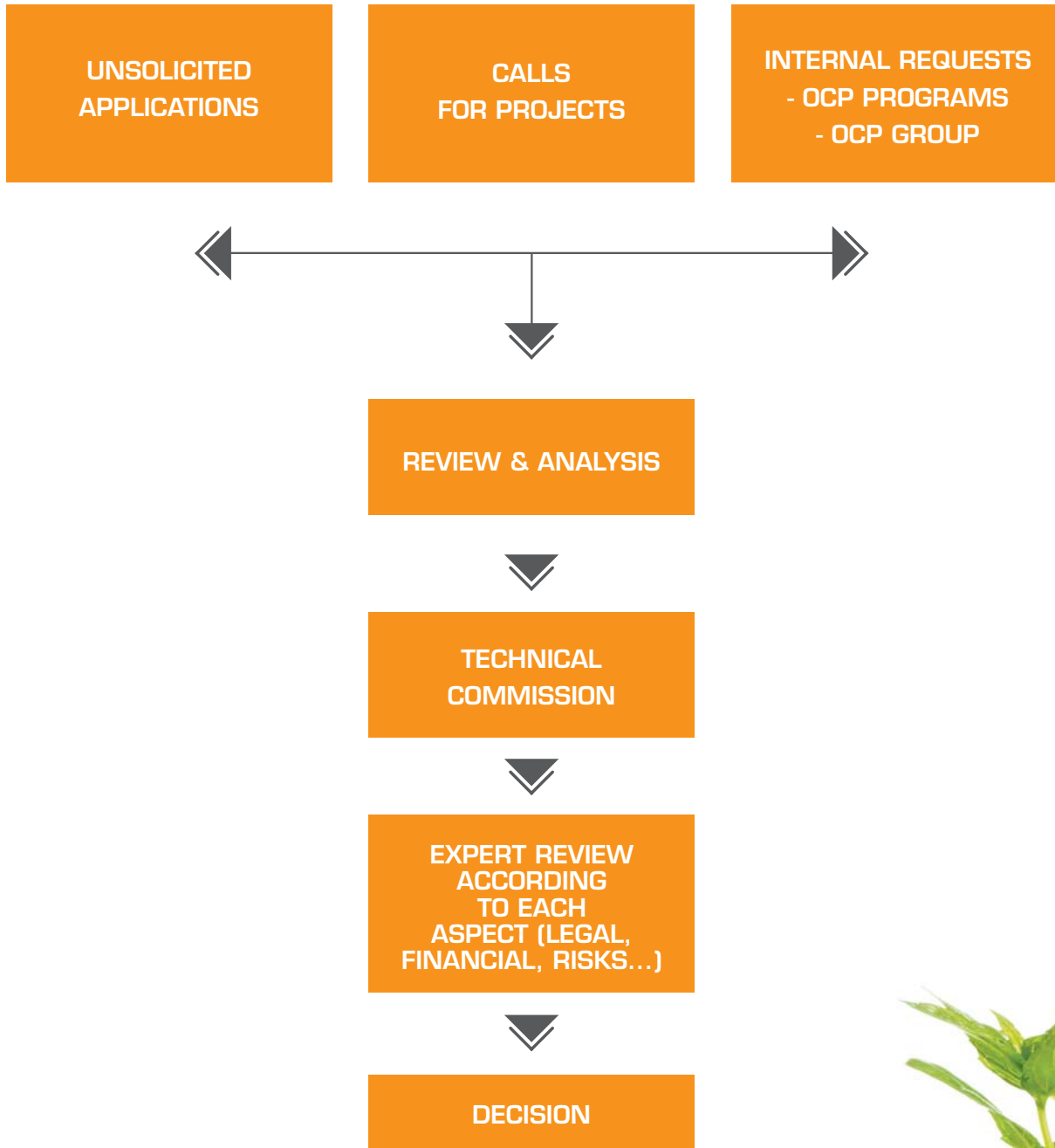
## TRANSPARENT AND EFFECTIVE PROCESSES

As part of a transparent and efficient project selection process, we handle project funding requests in two ways:

- **Through partners** which comply with the rules of governance. The projects that we support must, generally speaking, have a significant and structuring impact in their areas of intervention.
- **Through requests** handled directly by our agricultural, social and cultural programs.

This process is achieved following the receipt of unsolicited proposals, calls for projects or internal requests (specific to OCP Foundation and OCP Group). Each project is carefully reviewed through a transparent and thorough process with the participation of the applicant as well as internal and external experts (see Chart p. 21).

## PROJECT SELECTION PROCESS







# SMALL FARMERS ON THE ROAD TO SUCCESS

OCP Foundation helps enhancing small farmers' incomes and living conditions. Through the Agricultural Development program, development projects are implemented with the aim of contributing to ensuring food security in Morocco and throughout the world



# AGRICULTURAL DEVELOPMENT PROGRAM



## SUPPORTING SMALL FARMERS AND CONTRIBUTING TO FOOD SAFETY

As part of its efforts to modernize the Moroccan agriculture, the Agricultural Development Program contributes to the implementation of the new strategy related to the development of the Agricultural Council, backed by the "Green Morocco Plan". In order to achieve it, several actions are carried out in respect to agriculture, such as development projects, from awareness-raising activities to best practices as well as issue-based caravans. The caravans tour many regions in Morocco and provide soil analysis sessions, training sessions and demonstration plots for the benefit of small farmers. Moreover, through South-South cooperation, OCP Foundation also supports sustainable development projects for small farmers in India and soon in Africa.

**8 000**  
SMALL FARMERS  
BENEFITTING  
FROM THE OCP  
CARAVAN

**10 000**  
BENEFICIARIES  
OF THE AWARENESS  
PROGRAM IN BEST  
AGRICULTURAL  
PRACTICES

**25 000**  
BENEFICIARIES  
OF THE MOROCCO/INDIA  
INITIATIVE FOR  
THE REHABILITATION  
OF FOOD LEGUMES

## NATIONAL

	Popularization of cactus plant silage as sheep fodder among breeders in the Rhamna region	Promotion of good agricultural practices through pilot plots and training days at the OCP Foundation	Financial contribution to agricultural development schemes	OCP Caravans	Encouraging soil testing by farmers
Field of intervention	- Food security - Improvement of the living conditions of small farmers	- Food security - Improvement of the living conditions of small farmers	- Improvement of the living conditions of small farmers - Promotion of good agricultural practices	- Improvement of the living conditions of small farmers - Promotion of good agricultural practices	- Promotion of agronomic testing - Promotion of good agricultural practices
Main interests	- Transfer of new technology - Building small farmers' skills	- Transfer of new technology - Building small farmers' skills	- Promoting the rational use of fertilizers - Increasing agricultural productivity through the promotion of good agricultural practices - Promoting agronomic testing	- Promoting good agricultural practices among small farmers - Promoting the rational use of fertilizers - Promoting agronomic analyses - Promoting the Agricultural Board and optimal technical trends	- Educating beneficiaries in optimal fertilization techniques by the practice of soil and water analyses - Promoting good sampling techniques in order to optimise yields
Project description	Popularization of cactus plant silage as sheep fodder among breeders on a large scale (this is to demonstrate the importance of this food during the lean period and for fattening animals).	- Reinforcing the technical skills of small farmers through pilot plots and training days - Installing 34 pilot plots over 7 regions of the Kingdom	- 186 pilot plots - Trial programs in 16 regions of the kingdom - 120 training days - Cereals & Legumes, Vegetable Farming	- 3 OCP Caravans : • cereals and legumes • olives • fruits and vegetables - 16 regions of the kingdom visited - Twenty teachers, researchers and agronomists mobilised - 70 tonnes of fertilizer made available to farmers by OCP fertiliser distributors - Post-event Survey performed	- Areas covered : Errachidia, Laayoune, Bir TamTam and Had Kourt - Selection of beneficiaries through a 25 step procedure
Main partners	- OCP Foundation - National Institute of Agricultural Research - Rhamna Provincial Direction of Agriculture - Inovag Company - Rhamna Processing - The National Association of Sheep and Goat Breeders (ANOC)		- OCP SA - OCP Foundation - 14 Official Distributors	- OCP SA - OCP Foundation - Official Distributors - Ministry of Agriculture and Fishing	- OCP Foundation - Private Agronomic Analysis Laboratory : LABOMAG - MAPM
Number of beneficiaries	78 sheep farmers i.e. a total of over 2000 animals (1 125 ewes & 975 lambs)	More than 300 small farmers beneficiaries	- 4675 recipients of pilot plots - 5295 farmers benefited from training days	- 8000 small farmer beneficiaries - 370 farmers benefitted from soil analyses	- 465 soil samples taken - 5 technical days organized

## INTERNATIONAL

	Morocco/India project for the re-establishment of legumes as a food source	Agricultural Extension Project in Northern Karnataka
Field of intervention	Food and nutrition security and improvement of the living conditions of small farmers	Food and nutrition security and improvement of the living conditions of small farmers
Main interests	- Transfer of new technologies - Skill building for farmers and their organizations - Strengthening South-South cooperation in the field of agricultural research	- Transfer of new technologies - Professional organization of farmers - Promoting agribusiness
Project description	- Increasing the productivity of legumes among small farmers - Strengthening food and nutrition security - Transfer of technology - Development of 8 legume crops in 7 States in India and 5 regions in Morocco	- Training 7 professional organizations in three districts in Northern Karnataka - Construction of 3 Agribusiness Centers - Development of a soil fertility map - Installation of a call center for the dissemination of good agricultural practices
Main partners	- ICARDA - ICRISAT - INRA Morocco - IAV Hassan II - MS Swaminathan Foundation	- ISAP - Agricultural University of Raichur - INRA Morocco
Number of beneficiaries	8000	7000

## EXTENSION AMONG BREEDERS IN THE RHAMNA REGION OF CATTLE FEED BASED ON CACTUS PLANT SILAGE

OCP Foundation supports breeders in the Rhamna region, enabling them to produce meat and other animal products at competitive prices.

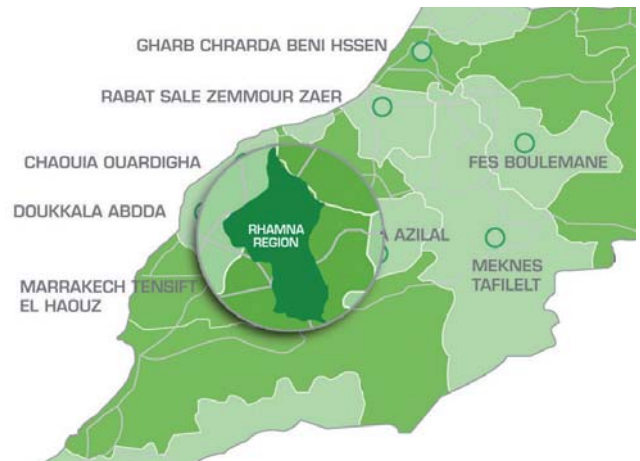
### How was your experience of this project?

"Through the guidance of OCP Foundation, the DPA\* of Rhamna, the INRA\*\* and ANOC\*\*\*, small farmers benefited from advice and technical training and follow-up. This project was the first of its kind in our region.

We were pleased to see excellent positive results thanks to the cactus-based animal feed with regard to the lambs' weight gain. We actually noticed a remarkable growth with an outstanding conformation of our cattle."



**Adnane Farih**  
Project manager  
at the OCP Foundation



### How was this project beneficial to farmers in the Rhamna area?

"For the Rhamna region, this project was an excellent way of helping breeders produce sheep meat and other products at competitive prices using unconventional by-products like cactus. Learning to use cactus silage contributed to building technical and sheep farming management capacities of farmers in the Rhamna region.

Field results have demonstrated the remarkable efficiency of this product as animal feed for the fattening and suckling of lambs. Furthermore, milk production has known a significant improvement compared to the rest of my livestock that is conventionally farmed."



**Abdelwahab Aboutalib**  
Small farmer, affiliated  
to ANOC\*\*\* Rhamna  
Branch

\* DPA: Provincial Department of Agriculture  
\*\* INRA: National Institute for Agricultural Research  
\*\*\* ANOC: National Association of Sheep and Goat Breeders

## CLOSURE OF THE AES\* PROJECT IN THE STATE OF KARNATAKA

As part of integrated development projects in India, the OCP Foundation works for the popularization of good agricultural practices, in order to increase both the yields and incomes of small farmers.

### What was the impact of OCP Foundation agricultural extension project, in the Northern State of Karnataka, on the living conditions of small farmers?

“The extension project was an integrated agricultural development project launched in 2010 by OCP Foundation, in partnership with ISAP, the main objective being the improvement of soil fertility. The focus was on preserving and improving the soil and crops, and the use of appropriate seeds and technologies to modernize and strengthen sustainable agriculture.

The success of this initiative was essentially based on the involvement of small farmers, who collaborated fully during the program with the outreach support provided by OCP Foundation.

At the closing of the project on November 16 & 17th, a farmer participating in one of the workshops, came to testify about the difficult situation of Indian farmers. Given the inadequacy of their agricultural yields, farmers were crumbling under accumulated debts and many felt there was no way out but suicide. For this farmer, joining the OCP Foundation project meant he was able to break free from the vicious circle of poverty.

The use of information technologies was beneficial thanks to the large mobile network coverage in India, even reaching remote rural areas. A call center set up by OCP Foundation helped respond to the queries of small farmers. Data sheets were made available to technicians in the local language in order to meet farmers' specific needs’.”



**Sudarshan Suryawanshi**  
CEO, Indian Society of  
Agribusiness Professionals  
(ISAP)



### What benefits have you gained from the program implemented by the OCP Foundation?

“We have benefited greatly from valuable advice regarding production techniques. We learned how to use new technologies, for example, concerning the production of peas. Soil analysis, row planting, planting density, integrated nutrient management are new concepts for us that have undoubtedly led to a change in the field: the yield has almost doubled !

We also had many difficulties marketing our products. Today, we sell the processed pulses at prices which we had never dreamed of, thanks to the crushing and conditioning machine offered to our organization.

This project has brought radical changes to our lives and we are very grateful to OCP and ISAP for the implementation of this program in our region.”



**Revappa Gurusiddappa,**  
Farmer, Goudganv village,  
Afzalpur Taluka, Gulbarga  
District, State of Karnataka.

\* Agricultural Extension Services



FONDATION OCP



# VULNERABLE POPULATIONS TOWARDS BETTER TIMES

Through the Citizen-oriented Development Program, OCP Foundation contributes to improving the living conditions of the most deprived populations. On the field, national partners and local associations enable the OCP Foundation to connect with the relevant populations

# CITIZEN-ORIENTED DEVELOPPEMENT PROGRAM



## REDUCING DISPARITIES AND STRENGTHENING EQUAL OPPORTUNITIES

We developed a financial and technical program to support structuring projects implemented by associations and cooperatives. These high value-added projects aim to address five issues:

- Better education for all;
- Access to health care for populations living in remote areas and support to children and adults with special needs;
- Social facilitation;
- Development of income generating activities;
- Heritage conservation to promote territorial development.

**250 000**  
BENEFICIARIES

**96%**  
RURAL

**88%**  
WOMEN & CHILDREN

Field of Intervention	Axis	Project Description and Effectiveness	Main Partners	Number of Beneficiaries
EDUCATION	Infrastructure and equipment	<ul style="list-style-type: none"> <li>* Rehabilitation of rural schools</li> <li>* Installation of lavatories</li> <li>* Schoolbag distribution</li> </ul>	<ul style="list-style-type: none"> <li>* INDH El Jadida</li> <li>* INDH Safi</li> <li>* Association Marocaine d'Appui à la Scolarisation (AMAS)</li> <li>* Association l'Heure Joyeuse</li> </ul>	<p>194 592 beneficiaries</p> <p>99% of beneficiaries in rural areas (nationally and in OCP S.A. activity regions)</p>
	Facilitating access to schools	<ul style="list-style-type: none"> <li>* Bicycle distribution to students in rural areas</li> <li>* Establishment of school bus routes and buses</li> <li>* Education scholarships (Dar Taliba)</li> </ul>	<ul style="list-style-type: none"> <li>* INDH El Jadida</li> <li>* INDH Safi</li> <li>* INDH Rhamna (Youssoufia)</li> <li>* Association Rhamna des services sociaux</li> <li>* Association Marocaine des Activités Sociales Culturelles et Artistiques (AMASCA)</li> <li>* Association l'Heure Joyeuse</li> <li>* Comité de Soutien à la Scolarisation des Filles Rurales (CSSF)</li> </ul>	
	Support for improving grades in elementary schools	<ul style="list-style-type: none"> <li>* Tutoring</li> <li>* Preschool activities</li> <li>* Extracurricular animation</li> </ul>	<ul style="list-style-type: none"> <li>* Fondation Sanady</li> <li>* Association Musulmane de Bienfaisance Dar Atfal Sidi Bernoussi</li> <li>* Association Kan Ya Makane</li> <li>* Association Al Jisr</li> <li>* Fondation Rhamna pour le développement durable et Province de Rhamna</li> </ul>	
	Non-formal education	<ul style="list-style-type: none"> <li>* School reintegration</li> <li>* Fight against illiteracy</li> </ul>	<ul style="list-style-type: none"> <li>* Fondation Zakoura Education</li> <li>* Association Jiwar</li> </ul>	
SOCIAL AND CULTURAL ACTIVITIES	Volunteering	<ul style="list-style-type: none"> <li>* Operation " Solidarity Agents"</li> <li>* Support for the Moroccan Volunteering Collective</li> </ul>	<ul style="list-style-type: none"> <li>* OCP S.A</li> <li>* Centre de recherches et d'études appliquées au développement humain (CREADH)</li> <li>* Collectif Marocain du Volontariat (CMV)</li> </ul>	<p>37 737</p> <p>99% of beneficiaries are in OCP S.A host regions</p>
	Skills training for local project initiators	<ul style="list-style-type: none"> <li>* Helplines</li> <li>* Training for local project initiators</li> <li>* Support for local associations</li> </ul>	<ul style="list-style-type: none"> <li>* Fondation Orient Occident</li> <li>* Centre de recherches et d'études appliquées au développement humain (CREADH)</li> </ul>	
	Social and cultural activity coordination	<ul style="list-style-type: none"> <li>* Social and cultural activities</li> </ul>	<ul style="list-style-type: none"> <li>* Association Matissa</li> <li>* Association Marocaine d'aide aux Enfants en Situation Précaire (AMESIP)</li> <li>* Association de Culture et d'Education par l'Audiodisuel</li> <li>* Association Essaouira Mogador</li> </ul>	
REVENUE GENERATING PROJECTS	Development and marketing of local products	<ul style="list-style-type: none"> <li>* Promotion of modern farming techniques : cattle, goats and poultry</li> <li>* Valuation and marketing local products : cactus, algae, fungi, fruit growing, bee-keeping...</li> </ul>	<ul style="list-style-type: none"> <li>* Association Slow Food Maroc</li> <li>* Coopérative Flora</li> <li>* Coopérative Afoulki</li> <li>* Association Dar Ait Lhaj Maati</li> <li>* Fondation Mjid</li> </ul>	<p>948 beneficiaries (poverty stricken people)</p> <p>80% of projects in OCP covered regions 20% nationally</p>
	Training Centers for social skills	<ul style="list-style-type: none"> <li>* Trade and marketing training for professional qualifications : pastry and bakery skills, catering - hospitality, crafts, plant nursery training, ...</li> </ul>	<ul style="list-style-type: none"> <li>* Association Fans Arts</li> <li>* Association Shemes</li> <li>* Association Al Moustakbal</li> <li>* Association Nehda</li> </ul>	
HEALTH	Access to health facilities	<ul style="list-style-type: none"> <li>* Specialized medical caravans</li> <li>* Multidisciplinary medical caravans</li> <li>* The rehabilitation of health facilities</li> </ul>	<ul style="list-style-type: none"> <li>* Opération Smile Morocco</li> <li>* Association Al Aman pour le Soutien des Diabètes - Safi</li> <li>* Association La Caravane Chirurgicale</li> </ul>	<p>21 666 beneficiaries (poverty stricken and mentally handicapped people)</p> <p>55 % of projects in large cities (in favor of the mentally handicapped)</p> <p>88 % of beneficiaries in rural and remote areas at national level (medical caravans)</p>
	Mother and child health facilities	<ul style="list-style-type: none"> <li>* Health facilities dedicated to mothers and children</li> <li>* Malnourished babies</li> </ul>	<ul style="list-style-type: none"> <li>* Association pour le développement humain Al Hassanate</li> <li>* Association l'Heure Joyeuse</li> <li>* Association Sourire du bébé</li> </ul>	
	Rehabilitation and support for specific medical needs	<ul style="list-style-type: none"> <li>* Supporting training Centers of functional rehabilitation</li> <li>* Supporting learning Centers for people with mental disabilities</li> </ul>	<ul style="list-style-type: none"> <li>* Association SOS Autisme</li> <li>* Annicale Marocaine des Handicapés</li> <li>* Association Al Manar</li> <li>* Association Marocaine de Soutien et d'Aide aux personnes Trisomiques (AMSAT)</li> <li>* Association Anaïs</li> <li>* Association La Passerelle</li> </ul>	
NATIONAL HERITAGE PRESERVATION	Preservation and enhancement of Morocco's cultural and natural heritage	<ul style="list-style-type: none"> <li>* Protection and rehabilitation of Moroccan cultural and natural heritage</li> </ul>	<ul style="list-style-type: none"> <li>* Association Casamémoire</li> <li>* Fondation Mohammed VI pour la Protection de l'Environnement</li> <li>* Association Marocaine de spéléologie</li> <li>* Bibliothèque Nationale du Royaume du Maroc</li> <li>* Archives du Maroc</li> <li>* Haut Commissariat au Plan</li> </ul>	<p>General public</p> <p>90% of projects at the national level</p>



# CITIZEN-ORIENTED DEVELOPPEMENT PROGRAM



The “Solidarity Agents” program was launched in 2012 and closed in 2013. The same year, OCP Foundation launched two calls for projects in favor of Moroccan associations:

- 1 - **Income-Generating Activities for Socio-Economic Development:**  
Such activities provide a socioeconomic alternative to the most deprived populations at a national level and in the areas where OCP Group operates;
- 2 - **Solidarity Agents who promote citizenship development:**  
Young recruits, known as "Solidarity Agents", have to implement structuring projects among those developed by the associations and cooperatives, both partners with the "Solidarity Agents Program" in the following fields: education, access to healthcare and local animation.

More than 300 partners and associations were thus involved in these projects alongside OCP Foundation and sites.

## ASSOCIATIONS MEETINGS SOLIDARITY AGENTS

This first edition was a major success with our various stakeholders and provided the opportunity of assessing the project.

### What was the contribution of the “Solidarity Agents” to your association?

“OCP young trainees’ contributions within the association was beneficial in several ways, including by their diverse past experiences and the plurality of their skills. This allowed a diversification of their areas of intervention while achieving the objectives expected by our association.”



#### Abdelali Khallad

Representative of the Chouâlla Association for Education and Culture in Essaouira

### What do you think about the “Solidarity Agents” program?

“Combining two core values of social commitment - “organized” volunteer work and solidarity-, the “Solidarity Agents” initiative is undoubtedly crucial to OCP Foundation activities and demonstrates its contribution in to social development at the national and local levels. The purpose of this event was to bring together stakeholders from 200 different Moroccan partner associations over three days, during a plenary followed by three workshops addressing each of the topics related to community work.



Discussions focused on the first year’s assessment of the “Solidarity Agents” project as well as on its reinforcement and sustainability.

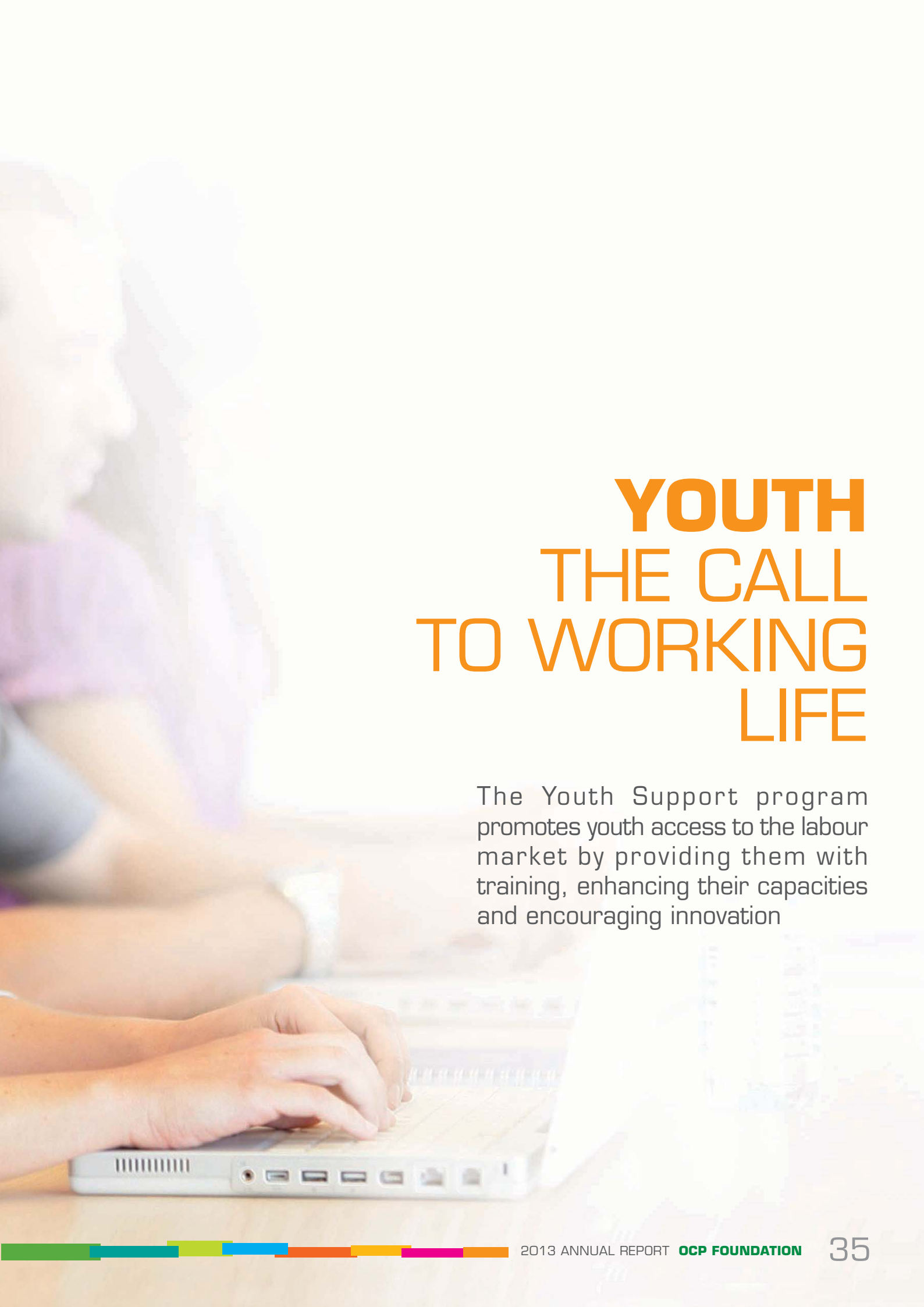
Subsequent to these meetings, the partners adopted a series of recommendations relating to building the associations’ capacities, mobilizing the human and technical resources as well as financial autonomy of partner associations, with the aim of highlighting their role as committed citizens involved in Moroccan civil society.

The primary motivation for the “Solidarity Agents” program was raising awareness and strengthening the spirit of solidarity among young OCP recruits while creating enabling conditions for a promising partnership of true social value with the national and local associations.”



**Khalid Madloum**  
Director at CREADH





# YOUTH THE CALL TO WORKING LIFE

The Youth Support program promotes youth access to the labour market by providing them with training, enhancing their capacities and encouraging innovation

# YOUTH SUPPORT PROGRAM



## IMPROVING YOUTH ACCESS TO THE LABOUR MARKET

We are working to improve the employability of young people through the following processes:

- Providing young people with the skills and tools necessary for their integration into working life;
- Promoting and enhancing excellence and innovation to prepare for the leadership of tomorrow;
- Initiating and coordinating high socio-economic impact projects.

**130**  
HIGHER  
EDUCATION  
SCHOLARSHIPS

**12 100**  
BENEFICIARIES

**54%**  
SCHOLARS  
ARE FEMALES

AIMS	PROJECT/PARTNERS	DESCRIPTION OF PROJECT	BENEFICIARIES
Improving Youth Employability	Institut des Métiers de l'Aéronautique	Partnership with IMA for the training of technicians in the aerospace sector	29 trained including 15 hired
	Incubateur Casa Pionnières (Association des Femmes Chefs d'Entreprises du Maroc)	Training and coaching for the benefit of women with innovative projects	20 support projects
	Programme OCP SKILLS Direction du Développement Durable OCP	Funding and monitoring of the training and entrepreneurship components of the scheme	11 400 beneficiaries including 75 entrepreneurs
	Corps Africa	Accessibility of the expertise of 5 Corps Africa fellows to local people during OCP Foundation programs	5 fellows
	Association Marobtikar	Financing program launcher	6 incubés
	Injaz Al Maghrib	Introduction to entrepreneurship in high schools and pre-grad schools	400 bénéficiaires en 2013 et 2100 ciblés en 3 ans
Support for higher education and research	Bourses d'excellence Fondation Moulay Youssef pour les CPGE	Financial support for needy CPGE students (preparatory classes for university students)	42 CPGE students
	Ecole de Gouvernance et d'Economie (FESEPS)	Support for the School of Governance and Economics Rabat	42 étudiants CPGE en 2013
	Bourses d'excellence Fondation Marocaine de l'Etudiant	Awarding scholarships to graduates from disadvantaged backgrounds	83 bursary recipients in 2013 and 50 new recipients annually
	FOCP student grants	Scholarships to deserving students enrolled in educational institutions abroad	2 bursary recipients



# YOUTH SUPPORT PROGRAM



In 2013, the activities carried out under the Youth Support program focused on two major points:

- 1- **Supporting Youth Employability:** Providing training for young people seeking employment and promoting entrepreneurship;
- 2- **Supporting Higher Education and Research:** Financially supporting young students through scholarship programs and by promoting the development of quality higher education.

These activities are based on the values of OCP Group, such as solidarity, responsibility, citizenship, transparency, equality of opportunity and gender equality.

# TESTIMONIALS: "COMPANY PROGRAM"

## OCP FOUNDATION AND INJAZ AL-MAGHRIB

OCP Foundation supports the INJAZ Al-Maghrib Association in promoting the entrepreneurship awareness program known as "Company Program" in the areas where OCP Group operates.

### What was the contribution of INJAZ Al-Maghrib to your project?

"My first introduction to the entrepreneurial world was through the INJAZ Al-Maghrib's "Company Program".

It was rewarding on a personal level. INJAZ officials contacted me to join their new "Smart Start" program. Along with three other students, I chose the field of sustainable development.

We successfully developed a bioreactor that creates compost at reduced manufacturing cost.

We filed an improvement patent with OMPIC\*. The support of INJAZ Al-Maghrib mentors was crucial as they helped us along all the steps of the way and oversaw the preparation of a business plan. We met every week for six months to determine the strategies to be implemented.

In addition, we also benefited from coaching sessions to develop our potential and self-confidence.

I think project promoters should not remain isolated in their entrepreneurship projects. When you have the support you need, you are no longer afraid of becoming an entrepreneur!"



**Hanane Mekraoui**  
President of Junior  
Company Bionat

### What did OCP Foundation offer you as a partner?

"The OCP Foundation enabled INJAZ Al-Maghrib to deploy its entrepreneurship education programs in El Jadida, Khouribga and Safi and plan the implementation of these programs in Laayoune, Benguerir and Youssoufia. A total of 2100 young people benefited from these courses over 3 years with the involvement of the OCP "Alliance des Hors Cadres" (ACO) members, acting as volunteer mentors.

INJAZ Al-Maghrib is pleased to count on OCP Foundation as a strategic partner which supports us to achieve our ambitions for national outreach."



**Mhammed Abbad Andaloussi**  
CEO of INJAZ Al-Maghrib

\* Moroccan Office of Intellectual and Commercial Property







# **OCP POLICY CENTER** A “POLICY ORIENTED” THINK TANK

OCP Policy Center aims to foster the debate on international relations, as well as thoughts on the main challenges of economic, social and environmental policies at regional and national levels. The think tank also contributes to scientific research through independent analytical publications and a leading research associates' network



## PROMOTING POLICIES CONDUCTIVE TO GROWTH AND DEVELOPMENT

Through independent analytical texts and a research partner and associates' network, the OCP Policy Center aims at contributing to reinforce economic issues and international relations which play a key role in the future of Morocco and the African continent.

As part of its programs, the think tank is actively engaged in the analysis of public policies and the promotion of international cooperation conducive to the growth and development of emerging countries, particularly in Africa.

The OCP Policy Center focuses its efforts on four main areas: Economic and social development - Agriculture, sustainable value chains, and environment - Raw materials savings - Major global and regional developments that affect the future of a "global" Morocco". At the same time, the "Emerging Leaders" program, set up alongside with the Conference mentioned below, provides a space for expressing views and a platform which brings together a new generation of leaders in the fields of politics, economics, entrepreneurship and civil society among others.

## INTERNATIONAL CONFERENCE

The city of Rabat hosted the second edition of the international conference called "Atlantic Dialogues". This annual event is organized by the OCP Policy Center and the German Marshall Fund (GMF); a think tank whose main mission is the promotion of transatlantic relations. Nearly 400 decision makers from, among others, government and corporate sectors met to discuss regional issues ranging from security to economy, immigration and energy.

## ATLANTIC DIALOGUES 2013

The objective of the "Atlantic Dialogues" Conference is to develop collaboration between the countries of the "Wider Atlantic" in order to identify convergences and foster debate.

### What is your point of view on the "Emerging Leaders Program"?

"I participated as an 'Emerging Leader' in the "The Atlantic Dialogues" Conference in 2013. It was a unique opportunity for me to become aware of certain strategic points for OCP Group and to interact with exceptional leaders on various policy issues affecting the Atlantic basin.

Furthermore, I was also honored to be the spokeswoman of OCP Group and had to represent Morocco as a country of dialogue, peace, stability and openness to the world.

This highly popular Conference also offered me a special insight on issues that resonate beyond our borders and, above all, my participation in this event made me want to see Morocco continue to maintain strong relationships with other countries and one day become a fully developed country with sustainable links to peer nations."



**Meriem EL ASRAOUI**  
Legal Counsel  
OCP Group




### What stood out for you during your participation as a Young Leader and what did it offer you in terms of personal development?

"I kept nice memories from when I was a member of the Young Leaders Program. We had late night work sessions around global challenges in the fields of politics, economics and security. The themes were addressed by speakers and participants in a relaxed and informal atmosphere. It was, in fact, one of my best memories. Thanks to this program, I was encouraged to make important decisions in my career that I would not have dared to make before. The positive feedback I got after the meetings with other participants during the "Young Leaders Program" increased my network of business contacts and encouraged me to further develop it."



**Bako Kantiok**  
Producer and Coordinator  
Greetings from America  
Young Leader 2013





# **OCP ENTREPRENEURSHIP NETWORK A BUSINESS BOOSTER**

Initiated at the end of 2013, the OCP Entrepreneurship Network aims to provide comprehensive support to entrepreneurship in order to improve the economic fabric and create new opportunities for sustainable employment

# OCP ENTREPRENEURSHIP NETWORK



## BOOSTING THE MOROCCAN ENTREPRENEURIAL ECOSYSTEM

Relying on a network of partners, the OCP Entrepreneurship Network aims to boost the entrepreneurial ecosystem through:

- Promoting entrepreneurship;
- Technical and financial support for the creation of new structures;
- Supporting the growth of existing businesses ;
- Encouraging innovation, women's entrepreneurship and social entrepreneurship;
- Developing cooperatives and income generating activities.

The network approach is focused on business opportunity and sustainability.

The OCP Entrepreneurship Network approach is based on four key factors:

**Entrepreneurial Mindset:** Information, awareness, promotion activities and programs on entrepreneurship.

**Entrepreneurial Skills:** Coaching and training in entrepreneurial skills.

**Entrepreneurial Resources :** Programs and activities providing entrepreneurs with the necessary resources for business incubation, boosting, and funding.

**Connections - networks and market access:** programs and activities allowing entrepreneurs to come out from their isolation, expand their networks and access to markets.



## MAROC STARTUP CUP 2013

The Morocco Startup Cup is a business model competition and a business booster that supports start-ups. Thirty innovative startups have been supported and advised by experts and investors.

### How did you benefit from the OCP Entrepreneurship Network as a partner?

“The OCP Entrepreneurship Network has enabled us to become more adept at coaching and advising entrepreneurs in many areas of Morocco. With this support, we have not only shaped our association, recruited a full-time team, expanded our network mentors, and increased our number of financial sponsors but we also significantly and sustainably strengthened our impact. In the field, we went from 4 to 12 Startup Weekend events per year, from 4 to 12 towns and 480 to 1,600 entrepreneurs per year. In addition, we launched the first edition of the Startup Cup, an international competition in Morocco which was renewed in 2014. All this would not have been possible without the OCP Entrepreneurship Network.”

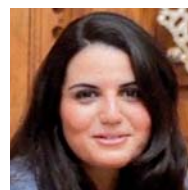


**Naoufal CHAMA**  
President of Startup Morocco



### What did the OCP Entrepreneurship Network offer to the entrepreneurial ecosystem?

“I had the idea of launching a start-up with high social impact by exporting couscous. With the support of OCP Entrepreneurship Network and its partners, I was able to improve my business plan, find a sponsor in Silicon Valley and secure over MAD 250 000 funding. Today, I am part of MassChallenge in Boston and most of the merit goes to OCP Entrepreneurship Network. My couscous is now sold in the US and I employ 15 women from rural areas.”



**Lamiaa BOUNAHMIDI**  
Founder of Looly's





The background of the page is a photograph of the Mohammed VI Polytechnic University building at dusk. The building is a long, low structure with a series of large, rectangular openings. The sky is a gradient of blue and purple, and the building is illuminated from within, casting a warm glow. A paved road with a white dashed line runs alongside the building, leading towards the horizon.

# MOHAMMED VI POLYTECHNIC UNIVERSITY THE EXCELLENCE BY NATURE

The Mohammed VI Polytechnic University is a research and training institution, located in the heart of the Green City of Benguerir. The Mohammed VI Polytechnic University's missions are education, research and development, technology transfer and incubation of innovative projects with a genuine equal opportunities policy



## EXCELLENCE BY NATURE

The Mohammed VI Polytechnic University, which comprises the EMINES School of Industrial Management, and several institutions such as the School of Governance and Economics and the School of Agricultural Sciences, Fertilization and Environment. Fifteen other educational and research units will shortly be established in various disciplines of engineering, agriculture, decision making and healthcare.

The University also has a research will include development center, a library, a learning center and a conference center. Particular attention is paid to the living conditions and comfort of the resident students as they have been provided with a catering service, quality accommodation and state of the art sports facilities.

## A UNIVERSITY SUPPORTED BY OCP FOUNDATION

Established in the Green City of Benguerir, the Mohammed VI Polytechnic University promotes education, training and research. This is in line with the commitment of OCP Foundation towards the consolidation in Morocco of a knowledgeable society capable of generating wealth and well-being. OCP Foundation offers Moroccan and foreign students seeking an excellent education a teaching model worthy of Morocco's ambitions to promote quality education.

As a higher education institution operating in a global and diversified context, the goals of the Mohammed VI Polytechnic University are:

- Conducting relevant research that meets the needs of the socio-economic environment in order to contribute to the creation of wealth and jobs while respecting the principles of sustainable development;
- Providing quality university education at all levels with a focus on excellence and human values;
- Interacting with the social and international environments, especially with emerging countries and Africa.

# TESTIMONIALS: UNIVERSITY STUDENTS

## Why did you choose EMINES (School of Industrial Management) at the Mohammed VI Polytechnic University?

“After the preparatory courses for university, it appealed to me as a brilliant institution. As one of the best engineering schools, it offers a degree that would allow a fast integration into the labour market or access to research.

EMINES, the School of Industrial Management at the Mohammed VI Polytechnic University, seemed to me to be the best post-prep choice possible, and so far I am largely satisfied. EMINES offers very good work conditions allowing me as a first year student of engineering studies to learn satisfactorily, and to have opportunities outside of class of consolidating my knowledge.”



### **Hind BOUHASSOUNA**

First Year Engineering Student  
EMINES - School of Industrial  
Management Mohammed VI  
Polytechnic University

## Why did you choose the EMINES School of Industrial Management?

“Coming from a mining town, my passion for industrial fields finds its roots in my childhood. After analyzing the different possibilities in terms of higher education, I decided that the Industrial Engineer Management training offered by EMINES was the most suited for industrial chemicals business.



On one hand, training at EMINES is based on practice, knowledge and mastery of theoretical tools; on the other hand, it prepares future engineers for the business world by teaching the real problems that someday we will be facing.

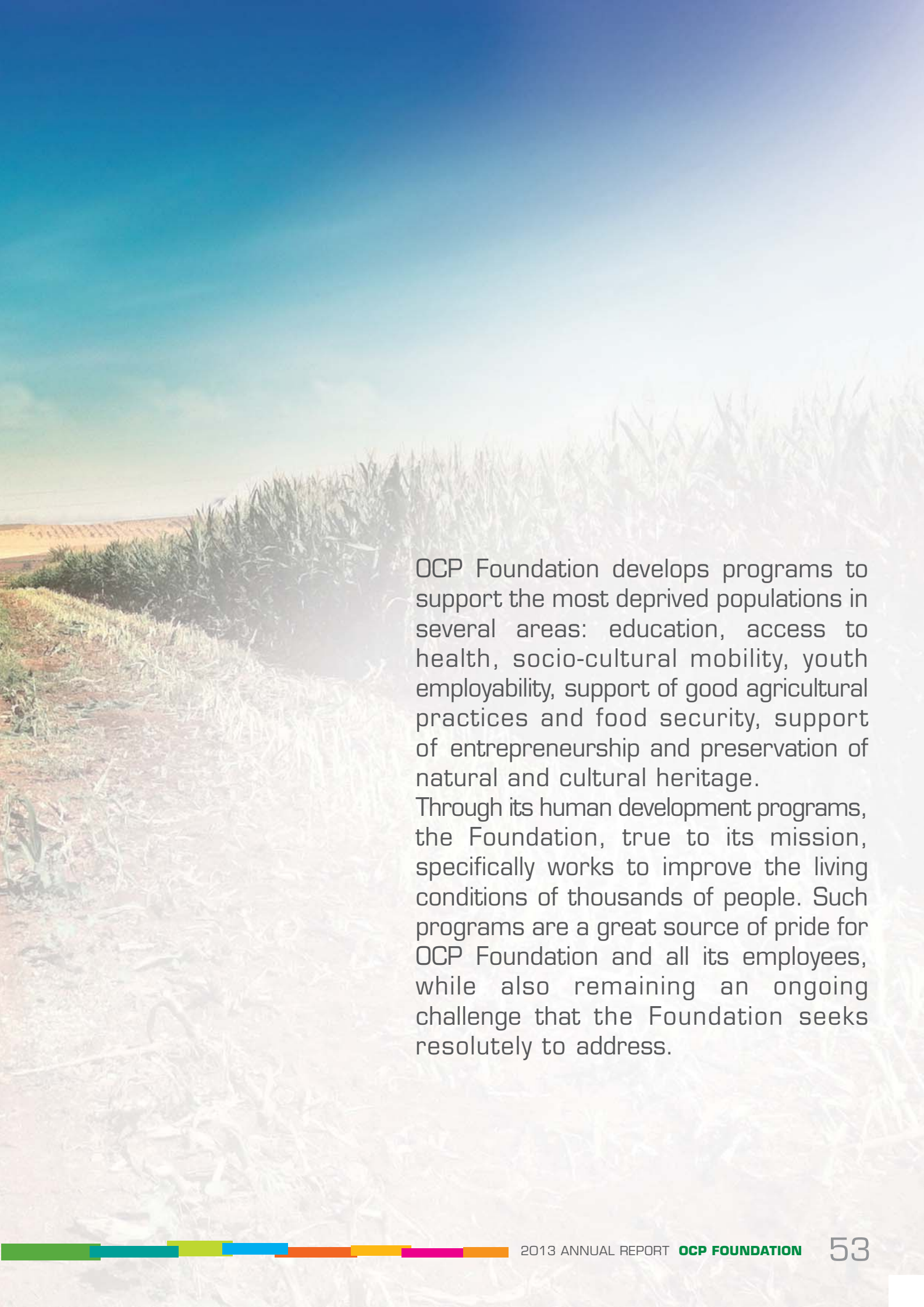
We are provided with convenient and optimal living and working conditions that allow us to learn while having a fulfilling life.”



### **Carl Josue TALI ATOUNDOU**

First Year Student in  
preparatory courses EMINES -  
School of Industrial Management  
Mohammed VI Polytechnic  
University





OCP Foundation develops programs to support the most deprived populations in several areas: education, access to health, socio-cultural mobility, youth employability, support of good agricultural practices and food security, support of entrepreneurship and preservation of natural and cultural heritage.

Through its human development programs, the Foundation, true to its mission, specifically works to improve the living conditions of thousands of people. Such programs are a great source of pride for OCP Foundation and all its employees, while also remaining an ongoing challenge that the Foundation seeks resolutely to address.

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