

**2015**

**ANNUAL  
REPORT**

**FONDATION**





His Majesty the King Mohammed VI, May God Glorify Him

commit  
share  
act

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“  
KNOWLEDGE  
IS THE PRIME  
LEVER TO SUSTAINABLE  
AND EQUITABLE  
GROWTH.”

# FOREWORD

Since its inception, OCP Foundation carries on its citizen-oriented mission in Morocco and overseas. It contributes everyday to a better future, focusing on field activities and implements human development programs over time.

Our aim is to make a greater impact on social disparities by working towards sustainable and equitable development and supporting current economic and social changes.

Being a great collective adventure, OCP Foundation creates a fertile ground for solidarity while mobilizing efforts and energies. Its activity takes place in close collaboration with partnering associations, institutions and local stakeholders.

In 2015, OCP Foundation initiated, supported and shared the fruits of many activities and events. In Morocco and abroad, we have contributed to the well-being of the populations and their access to knowledge, free enterprise and culture.

We owe it all to our employees efforts and to the unwavering trust of our partners.

And because we believe that knowledge is the key for sustainable and equitable development, we have made education the main theme of this report.

Enjoy the read !

# 2015 IN FIGURES

## AGRICULTURAL DEVELOPMENT MOROCCO



**7801** 

benefiting from thematic training days  
(excluding OCP caravans)

**354**

women benefiting from the  
project of development and  
enhancement of goat milk  
production in Rhamna



**12200**

farmers affected directly by the  
technical capacity building  
(in classrooms & in fields)



**5**

structuring projects affecting 6  
agricultural sectors : cereals & pulses,  
fig tree, caper, snail farming and goat  
milk production.



**4749**

farmers benefiting from the  
OCP Caravan

**1**



research project for the  
development of a new soil  
testing technology



**217**

demonstration plots set up and  
installed as part of the program of  
strengthening and modernization of  
Moroccan agriculture

## INTERNATIONAL

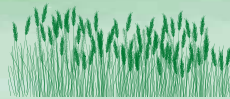


**+300000**

farmers benefiting from the program for  
promoting good agricultural  
practices in Asia and Africa

**3000**

ha for the demonstration  
of good agricultural  
practices



**2270**

soil tests conducted

## AFRICA

**100000**

ha soil fertility map in Guinea



**3**

soil testing laboratories  
equipped and furnished  
in Guinea

**2**



agricultural caravans organized in Africa :  
Guinea & Cote d'Ivoire



**90**

training days for 10  
officials of the Ministry of  
Agriculture of Guinea

## SOCIAL ACTIONS AND YOUTH EMPOWERMENT



**116**

community projects funded

**681** 

grants awarded in 2015



**+21000**

medical consultations performed



**+20000**

children benefiting from actions to improve the school level

**3121** 

glasses distributed as part of the OCP Caravans

## CULTURE AND HERITAGE

**400**

beneficiaries with their families of the program of the Protection and Development of the Palm Grove program



**121**

young artists supported

**+28000**

beneficiaries of cultural and artistic activities (including 300 teachers trained)



## OCP ENTREPRENEURSHIP NETWORK



**577**

supported companies



**600**

jobs created



**9660**

young people initiated to entrepreneurship



**6**

honor loans granted

## OCP POLICY CENTER

**24**

policy briefs published



**5**

books published

**20**

research papers written



**14**

conferences and seminars abroad



**1500**

participants in seminars and conferences



**18**

conferences and seminars held in Morocco



# PLANTING THE SEEDS OF A BETTER FUTURE

## OCP FOUNDATION IMAGINES A FUTURE THAT IS...

**Fair and equitable :** We strongly believe that allowing equal opportunities in accessing knowledge and health, and leading an honourable labour life is the first step to a better life for all.

Our approach is based on support programs for local populations and aims to increase income, ensure better education and provide access to medical care in order to improve the standard of living.

**Health care :** In OCP Foundation, we promote teamwork. Working together means working better. We believe in a world where everyone participates according to their ability to build a better future.

Adopting a participatory strategy is the key to success. We make a point of surrounding ourselves with institutional and civil society partners, and local stakeholders in order to better carry out social projects and enrich the reflection and thinking around social, agricultural and environmental issues.

**Sustainable :** We want to ensure that our activities are maintained over time in order to show a lasting commitment to the local population. The goal is to create in each initiative a virtuous circle allowing the environment to make progress as a whole.

For this purpose, OCP Foundation mobilizes to support small farmers, promote local talents, encourage entrepreneurship, enhance youth employability, create new job opportunities and enrich the debate on reflection and thinking.





# AN ACTIVE ACTOR, A MOBILISED TEAM

OCP Foundation takes very seriously its citizen-oriented mission and creates the conditions for ensuring a better life for thousands of beneficiaries. Whether directly brought by OCP Foundation or implemented through its affiliates and partners, the activities carried out revolve around five major areas:

- Economic and social development;
- Agricultural development;
- Access to culture and preservation of the national heritage;
- Training and Research;
- Reflection and strategy.

## OCP FOUNDATION IS ABOVE ALL A GREAT HUMAN ADVENTURE, A HISTORY OF SHARING AND COMMITMENT

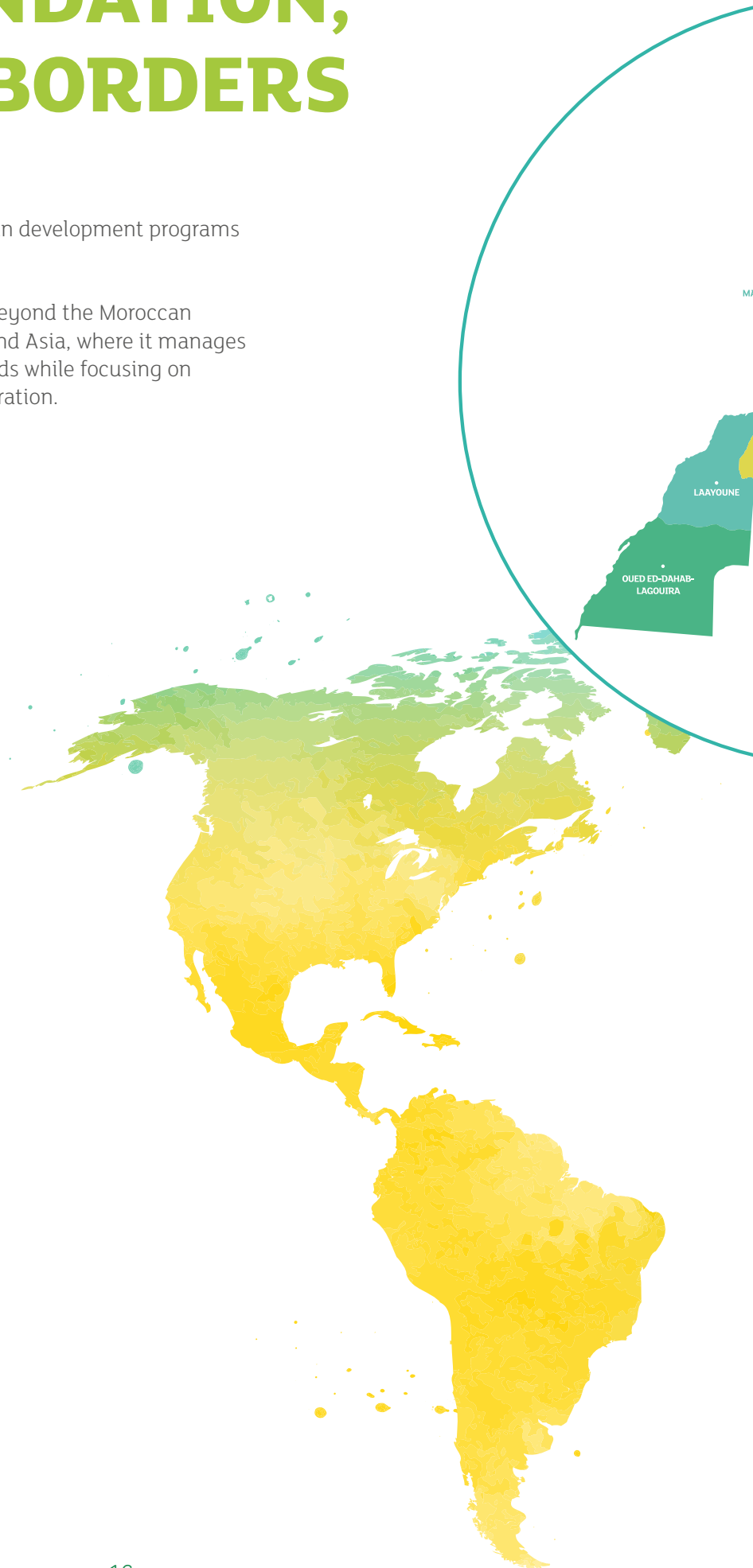
Our teams face major challenges on a daily basis, leveraging their knowledge, experience and networks. OCP Foundation makes all necessary efforts to advance their skills, enhance their vitality and instil the culture of solidarity that unites them.

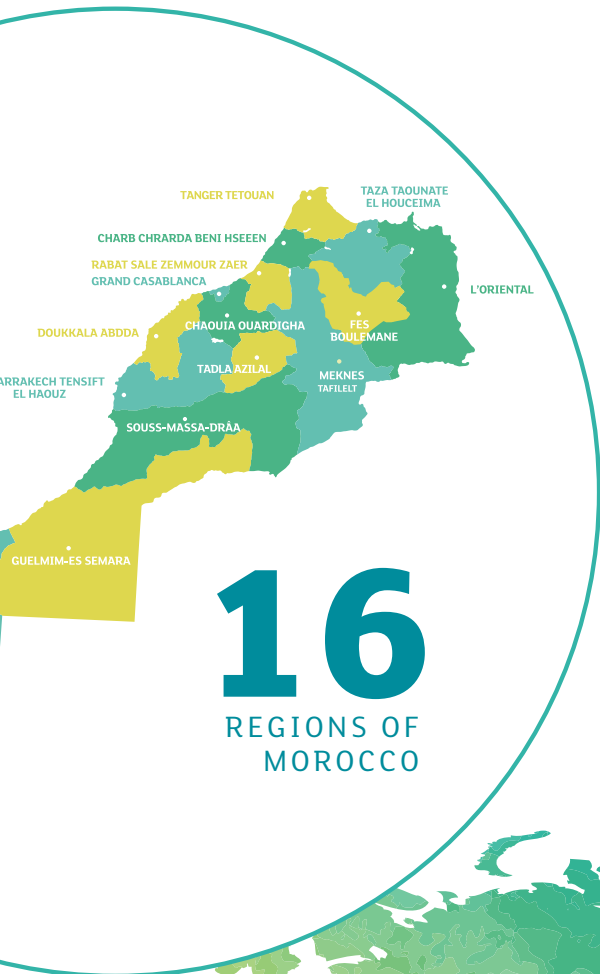


# OCP FOUNDATION, BEYOND BORDERS

OCP Foundation implements its human development programs in 16 regions of the Kingdom.

OCP Foundation's areas of action go beyond the Moroccan territory, covering African countries and Asia, where it manages leading projects to meet the local needs while focusing on strengthening the South-South cooperation.














**16**  
REGIONS OF  
MOROCCO

**AFRICA**

-  COTE D'IVOIRE
-  GAMBIA
-  GUINEA CONAKRY
-  LIBERIA
-  MALI
-  MOROCCO
-  SIERRA LEONE

**INDIA**

-  ANDHRA PRADESH
-  KARNATAKA
-  MADHYA PRADESH
-  ODHISA
-  RAJASTHAN
-  TAMIL NADU
-  TRIPURA
-  WEST BENGAL
-  TELANGANA



# EDUCATING FOR THE FUTURE

## EDUCATION, KEY TO ANY VIRTUOUS DEVELOPMENT

Education plays a key role in sustainable economic and social development. Being an essential foundation for any harmonious society, education is the key to social mobility for the underprivileged people. OCP Foundation provides, through its programs and activities, a concrete answer to this matter, by fostering access to education to a large number of persons in need, by supporting academic achievement and encouraging skills transfer.

## 5 AREAS OF INTERVENTION TO PROMOTE EDUCATION

Education constitutes the main area of action for OCP Foundation namely through the following themes:

### **1. Economic and Social Development:**

Granting scholarships, establishing dedicated infrastructure, facilitating access to school, supporting the improvement of school level, promoting non-formal education, improving employability and offering entrepreneurship trainings and resources to reach jobs creation.

### **2. Support for research and training:**

Creating universities and schools, mentoring students and researchers, disseminating research works through publications.

### **3. Agricultural development:**

Promotion and dissemination of good agricultural practices focused on rational fertilization.

### **4. Access to culture and preservation of national heritage:**

Artistic education, training workshops, assistance and support of young talents.

### **5. Reflection and strategy:**

Organizing conferences and debates to raise awareness on major issues.

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## PROGRAMS OF THE FOUNDATION



## AFFILIATES

- Mohammed VI Polytechnic University of Benguerir
- Benguerir High School of Excellence



# 1

PROMOTING  
**ACCESS TO KNOWLEDGE**



**A better education for all**



**Overview 2015**



**Focus**



**Details of activities carried out in 2015**

# “PROMOTING ACCESS TO KNOWLEDGE,,

## A BETTER EDUCATION FOR ALL

In order to address social inequalities, OCP Foundation has developed a strategy to facilitate access to education for the most vulnerable targets, mobilizing local and institutional partners as well as NGOs.

### **The Social Actions and Youth Empowerment program of OCP Foundation aims at:**

- Increasing the employability of young people and promoting their integration into the work sphere by providing them with specific training to improve their skills;
- Promoting excellence and creativity of young people in different areas: innovation, research, science, etc;
- Improving the quality of life of the targeted people in the most poverty-stricken regions by granting them access to health care;
- Encouraging the establishment of a regional process in the target areas by building associations' capacities.

#### **Regions covered**

Benguerir, Casablanca, El Jadida, Khouribga, Safi, Youssoufia, Sale, ...

#### **Target population**

Young people and children living in rural areas and/or from disadvantaged social strata



Schoolchildren and teachers in Safi

# OVERVIEW

## 2015

In 2015, OCP Foundation implemented a set of concrete actions in favor of education as well as economic and social development:

### **Scholarships**

To encourage school success and promote equal of opportunity, OCP Foundation grants social scholarships based on social criteria and merit.

### **Improving school infrastructure and accessibility**

To improve the schooling conditions of the youth living in rural and remote areas, OCP Foundation initiated rehabilitation work in several schools, made available the necessary educational material and equipment, as well as school buses and bikes.

### **Improving the educational level**

OCP Foundation implements socio-educational programs in rural schools of OCP areas to promote school success and fight against school dropout. These programs include the following :

- the organization of the preschool courses in rural areas for a better integration in primary school;
- Providing academic support to elementary students;
- organising introductory workshops to computer;
- support of children in situation of family abandonment.

### **Supporting employability**

In cities such as Khouribga, Youssofia and Benguerir, OCP Foundation encourages the employability and employment of young people by providing soft skills trainings. This coaching allows them to develop their professional skills.

### **Access to healthcare**

OCP Foundation is also committed to providing the most vulnerable communities, mostly from rural areas, with better access to medical care. Multidisciplinary medical caravans were organised to provide health and rehabilitation equipment to people with disabilities.

### **Strengthening the capacities of associations**

OCP Foundation carried out several social actions through the training and accompaniment of associations in order to develop their skills in terms of project engineering and associative governance.





Medical caravan for children in Kelaa Sraghna

# FOCUS

## OCP FOUNDATION ENCOURAGES SKILLS DEVELOPMENT AND YOUTH EMPLOYABILITY

The MedNC program is coordinated by the Office of Economic Cooperation for the Mediterranean and Middle East (OCEMO), in partnership with the Second Chance School (E2C) in Marseille and the French Development Agency (AFD), and certified by the Union for the Mediterranean. It consists of developing a network of employment access initiatives, with «Second Chance» certification, with a view to helping young people across the Mediterranean access employment.

This year, in collaboration with OCP Foundation, the 4<sup>th</sup> MedNC Network Steering Committee was held in Rabat on October 6<sup>th</sup> and 7<sup>th</sup>, with the purpose of developing their strategy and establishing new projects in a framework of open and participatory exchange between members and partners. This event helped define the main areas of the network development: the prospect of expansion in Spain and Egypt, the definition of a short and medium term action plan, labelling projects and fundraising.

The 4<sup>th</sup> MedNC Network Steering Committee was also an opportunity for OCP Foundation to discover innovative experiences, in terms of young people employability, carried out in countries like Egypt, Spain, Tunisia or France on one hand; and to share its expertise in this area on the other hand, particularly the Skills Center experience.

The MedNC Network Steering Committee announced a new phase for the program with the creation and strengthening of a transnational team whose primary goal is to promote access to the employability of Mediterranean youth.





Members of the MedNC Network Steering Committee in Rabat



## DETAILS OF ACTIVITIES CARRIED OUT IN 2015

Project	Description
<b>School-based student support program</b> <b>Cities:</b> Casablanca, Khouribga, Tangier, Youssoufia, Safi <b>Duration:</b> 4 years	<ul style="list-style-type: none"> <li>• Developing students' school performance, specifically in mathematics and French language</li> <li>• Enhancing students' fulfilment and self-confidence, including the psychological support for Dar al ATFALE children</li> <li>• Improving the school environment through school activities</li> <li>• Promoting the involvement of parents in monitoring their children</li> </ul>
<b>Preschool Program</b> <b>Cities:</b> Khouribga, Safi & Tangier <b>Duration:</b> 3 years	<ul style="list-style-type: none"> <li>• Reducing inequalities in access to quality education within rural communities</li> <li>• Implementation of integrated preschool classes in public schools.</li> <li>• Guaranteeing developmental and learning conditions to children with an innovative educational approach</li> <li>• Ensuring the sustainability of preschool programs in place.</li> </ul>
<b>Supporting families to improve the education of students</b> <b>Cities:</b> El Jadida, Temara, Casablanca, Tinghir & Moyen-Atlas <b>Duration:</b> 2 years	<ul style="list-style-type: none"> <li>• Providing assistance, material and psychological support to women and children</li> <li>• Fostering families' access to basic rights</li> <li>• Strengthening the technical and emotional abilities of single mothers</li> <li>• Empowerment of families through the development of mothers' abilities and facilitating their employability</li> </ul>
<b>Non-formal education program</b> <b>Cities:</b> Casablanca <b>Duration:</b> 1 year	<ul style="list-style-type: none"> <li>• Establishment of a quality NFE program based on innovative and differentiated teaching</li> <li>• Setting a repository with tools, guides and educational approach</li> <li>• Social monitoring of beneficiaries</li> <li>• Psychological assistance for children</li> <li>• Assistance in life skills</li> </ul>
<b>Accessibility improvement to rural schools and school infrastructure program</b> <b>Cities:</b> Youssoufia, El Jadida, Benguéir & other cities in Morocco <b>Duration:</b> 2 years	<ul style="list-style-type: none"> <li>• School buses distribution to the provinces and local collectivities</li> <li>• Making bikes available for pupils</li> <li>• Construction of latrines</li> <li>• «One Million Schoolbags» Operation</li> <li>• Schools rehabilitation and equipment</li> </ul>
<b>Scholarships program</b> <b>Cities:</b> OCP sites national cities <b>Duration:</b> 5 years	<ul style="list-style-type: none"> <li>• Promotion of higher education for deserving and needy students</li> <li>• Organization of awareness and guidance caravans</li> <li>• Provision of scholarships and living expenses grants</li> <li>• Customized support for the scholarship recipients through mentoring, tutoring and coaching</li> <li>• Provision of laptops</li> </ul>
<b>Supporting for professional integration program</b> <b>Cities:</b> Casablanca, El Jadida, Khouribga, Safi, Youssoufia, Salé & Tangier <b>Duration:</b> 2 years	<ul style="list-style-type: none"> <li>• Establishment of partnerships for training adapted to business skills needs</li> <li>• Training and support for young people according to a labor market-based approach</li> <li>• Developing a systems network of professional integration to support the Mediterranean youth in their access to employment</li> </ul>
<b>Volunteering program</b> <b>Cities:</b> OCP areas <b>Duration:</b> 1 year	<ul style="list-style-type: none"> <li>• Cultivating civic engagement of young people and encouraging their entrepreneurial and solidarity spirit</li> <li>• Providing specific and adapted solutions to local problems</li> <li>• Skills transfer to volunteers in an upstream training courses and during their immersion in host communities</li> <li>• Promoting creativity and flexibility in the conception of solutions to identified development issues</li> </ul>

Partners	Beneficiaries
<ul style="list-style-type: none"> <li>• Sanady Foundation</li> <li>• Chouala Association of Education and Culture - Section Khouribga</li> <li>• Dar Ait Lhaj Lmaati Association</li> <li>• Namae Association for Communication and integrated development</li> <li>• Alkarama Association for skilled youth and social development</li> <li>• Assalam Association for Social Development - Section Youssoufia</li> <li>• Mzinda Association for Social Development</li> <li>• Dar Al Atfal Sidi Bernoussi</li> <li>• Ouled Brahim Development Association</li> </ul>	2 456 students
<ul style="list-style-type: none"> <li>• AL JISR Association of School-Enterprise</li> <li>• Ouled Brahim Development Association</li> <li>• Jiwara Association for Development Initiatives</li> </ul>	350 children
<ul style="list-style-type: none"> <li>• SOS Children's Villages Association</li> <li>• Committee of Support for the schooling of rural girls (CSSF)</li> <li>• Essoukour Association for the environment, development and social action</li> <li>• Children of the Oval Association (EDOM)</li> <li>• AL HIDN Association</li> <li>• Atlas Association for Rural Development</li> <li>• CERANA Association</li> </ul>	1 087 students
<ul style="list-style-type: none"> <li>• Al Ikram Association</li> </ul>	60 children
<ul style="list-style-type: none"> <li>• Moroccan Association of Support for School enrolment</li> <li>• Moulay Abdellah Federation</li> <li>• Elghade Amal Association for the Development of Rural Women and children</li> <li>• Provinces and local collectivities</li> </ul>	100 children
<ul style="list-style-type: none"> <li>• Ministry of National Education and Vocational Training</li> <li>• Mohamed VI Polytechnic University</li> <li>• Sheikh Zaid Foundation</li> <li>• Moroccan Student Foundation</li> </ul>	532 students
<ul style="list-style-type: none"> <li>• UNIDO - AGEVEC- - USAID - VOLVO - OFPPT</li> <li>• Education for Employment (EFE)</li> <li>• the Economic Cooperation Office for the Mediterranean and the Orient (OCEMO), E2C, MED INC</li> <li>• Injaz Al Maghreb</li> <li>• AMESIP</li> <li>• Matissa Association</li> <li>• Anjra Association for the development and heritage conservation</li> <li>• Amal Salé Association</li> <li>• Moroccan Speleology Association</li> </ul>	600 young people
<ul style="list-style-type: none"> <li>• Corps Africa</li> </ul>	10 volunteers

Project	Description
<p><b>Improving access to medical care for people in scattered regions through the organization of 30 medical caravans</b>  <b>Cities:</b> OCP areas and other national regions  <b>Duration:</b> 2 years</p>	<ul style="list-style-type: none"> <li>• Organization of medical caravans to facilitate access for beneficiaries from disadvantaged backgrounds to medical care.</li> <li>• Covering patients' hospital expenses</li> <li>• Provision of ambulances</li> </ul>
<p><b>Program for improving support to people with disabilities</b>  <b>Cities:</b> Rabat, Casablanca, Tangier, Tétouan  <b>Duration:</b> 2 years</p>	<p>The Foundation supported several social medical centers in order to provide quality service to people with special needs:</p> <ul style="list-style-type: none"> <li>• Capacity building of associations</li> <li>• Institutional support for centers</li> <li>• Children Sponsorship</li> <li>• Help to empower people in handicap situation</li> </ul>
<p><b>Health infrastructure equipment and rehabilitation program</b>  <b>Cities:</b> Rabat and El Gantour  <b>Duration:</b> 2 years</p>	<ul style="list-style-type: none"> <li>• Strengthening and improving hospital infrastructure</li> <li>• Equipping community care centers especially via the creation of a space dedicated to mothers and children's health</li> </ul>
<p><b>Awareness campaign on health-related issues</b>  <b>Cities:</b> Several Cities of Morocco  <b>Duration:</b> 1 an</p>	<p>Raising population's awareness, especially young people, on health related issues</p>
<p><b>Skills Centers program</b>  <b>Cities:</b> Youssoufia, Ben guérir and Khouribga  <b>Duration:</b> 2 years</p>	<p>Providing guidance, mentoring and support services to beneficiaries through:</p> <ul style="list-style-type: none"> <li>• Listening and guidance sessions</li> <li>• Training in Soft and Life Skills</li> <li>• Assistance in selecting and getting access to vocational training</li> <li>• Support for entrepreneurship</li> <li>• Support for the social and solidarity economy</li> <li>• Strengthening associations capacity</li> <li>• Organization of socio-cultural and artistic activities</li> </ul>
<p><b>Socio-cultural activities program</b>  <b>Cities:</b> Salé, Khouribga, El Hoceima, Essaouira, Tangier, Marrakech and Sidi Kacem  <b>Duration:</b> 2 years</p>	<ul style="list-style-type: none"> <li>• Promoting socio-cultural activities allowing better youth involvement in social life</li> <li>• Providing recreational activities or extracurricular activities</li> <li>• Contributing to collective interest projects carried out by the young people</li> </ul>
<p><b>Implementation of territorial development programs</b>  <b>Cities:</b> Azilal, Fqih Ben Saleh and Beni Mellal  <b>Duration:</b> 1 year</p>	<ul style="list-style-type: none"> <li>• Establishment of a local governance model allowing to address territorial issues in consultation with local authorities</li> </ul>
<p><b>Capacity building for associations program</b>  <b>Cities:</b> Safi, Bejaad and Fqih Ben Saleh  <b>Duration:</b> 1 year</p>	<ul style="list-style-type: none"> <li>• Developing associations' leaders skills</li> <li>• Establishing a real results-based project approach</li> <li>• Support associations based on partnership principles</li> </ul>

Partners	Beneficiaries
<ul style="list-style-type: none"> <li>• ACChir</li> <li>• Althea Foundation</li> <li>• AMMS / OSM / Performance Agency</li> </ul>	21 276 patients
<ul style="list-style-type: none"> <li>• Handicap International</li> <li>• APTET Trisomy 21, ESPACE ALMASSAR</li> <li>• SOS CHILDREN'S VILLAGES - Place of living Dar Bouazza</li> <li>• Union of associations working in the field of disability (Handicap)</li> <li>• Louis Braille Association - Qualification Centre for the blind</li> <li>• SOS Autism</li> <li>• Amicale Marocaine des Handicapés</li> <li>• Al Ihssane Association</li> <li>• Amicale Marocaine des BMI</li> <li>• AMSAT</li> <li>• Manbak el Mouak Development Association</li> <li>• ANAIS Association</li> <li>• APAPEP Les centres la passerelle</li> <li>• Souss Association for deaf mutes</li> <li>• Amal Association for the Children with mental special needs</li> </ul>	2 717 people with special needs
<ul style="list-style-type: none"> <li>• Sheikh Zaid Foundation</li> <li>• Hassanate Association for Human Development</li> </ul>	1 000 people
<ul style="list-style-type: none"> <li>• Association for the fight against AIDS - Rabat Section</li> <li>• Provincial Association of Social Works of El Jadida</li> <li>• Badil Association of Support for Diabetic Children</li> <li>• ALCS</li> </ul>	11 618 young people
<ul style="list-style-type: none"> <li>• AMIDEAST</li> <li>• Fondation Orient-Occident</li> </ul>	150 associations and 1 500 young people supported
<ul style="list-style-type: none"> <li>• Amali Association for sociocultural Actions</li> <li>• Nahda Association for Citizenship and Development</li> <li>• Women Ennour Association for Rural Development</li> <li>• Touya Association for Women's Action</li> <li>• Chouala Association for Education and Culture - Section of Essaouira</li> <li>• Mediterranean Local Development Association</li> <li>• Center of the Development of Tensift Marrakesh region</li> <li>• Association of Pooling of Solidarity Initiatives (A.M.I.S)</li> </ul>	3 056 young people
<ul style="list-style-type: none"> <li>• Province of Fquih Ben Salah</li> <li>• Azilal Province</li> <li>• Province of Beni Mellal</li> </ul>	4 600 people
<ul style="list-style-type: none"> <li>• Local Associations</li> </ul>	13 000 people



# 2

EDUCATING  
**FOR A SUSTAINABLE  
AND RESPONSIBLE AGRICULTURE**



**Mainstreaming good agricultural practices**

—

**Overview 2015**

—

**Focus**

—

**Details of activities carried out in 2015**

# “ EDUCATING FOR A SUSTAINABLE AND RESPONSIBLE AGRICULTURE ”

## IMPLEMENTING GOOD AGRICULTURAL PRACTICES

OCP Foundation continues to enhance its actions in the field by creating the best conditions for a responsible and sustainable agriculture in Morocco and in the Southern countries.

### **The actions carried out aim at:**

- Improving the income and living conditions of small farmers;
- Identifying and raising awareness of good agricultural practices for a healthy and sustainable management of natural resources;
- Modernizing Moroccan agriculture and promoting scientific research and technology transfer;
- Promoting South-South cooperation on food safety and quality.



Training organised at the farmer's laboratory during the event «Cocoa Caravan» in Cote d'Ivoire



# OVERVIEW

## 2015

In 2015, OCP Foundation organized and supported flagship projects in many cities of the Kingdom, in Sub-Saharan Africa and Asia:

- 5 agricultural caravans set up in 2015:
  - 3 caravans in Morocco (Olive, Cereals and Pulses and Citrus Fruits) based on a new concept. Therefore, the one deployed since 2012 has been redesigned so as to include, in addition to the exhibition area (stands for organizers and partners), a TV-Studio inspired plenary space, offering a moderated discussion and the projection of educational video clips summarizing the technical guideline for each crop.

Finally, a «Workshop» space was also introduced, through which farmers were able to carry out practical work on 4-5 themes and interact with technical experts. An exclusive field training day was held the day after the completion of each stage for the three sectors.

- 2 caravans in Guinea and Cote d'Ivoire, throughout 8 stages (4 per country) in partnership with the ministries of agriculture of the host countries in the sectors of rice, cotton, vegetables and cocoa.

- Monitoring of small farmers in collaboration with OCP licensed fertilizer experts and distributors: mainstreaming activities conducted to promote good agricultural practices through training days on the ground on «demonstration plots» and in classrooms.
- Local coaching and supervision to encourage farmers to adopt good agricultural practices,

particularly reas  
strengthen their  
of new technolo  
Morocco, Sub-Se

- Supporting farm organizations to help people in need.

- Awareness-raising on eco-friendly resource management, natural resource conservation, soil fertility, sustainable agricultural practices, water conservation and the water reusing and harvesting».

• A total of 30

• Coverage of the Africa





Woman farmer benefiting from the goat project in the province of Rhamna

# FOCUS

## OCP FOUNDATION ORGANIZED THE FIRST INTERNATIONAL SCIENTIFIC CONFERENCE DEDICATED TO SUSTAINABLE MANAGEMENT OF THE AFRO-MEDITERRANEAN SOILS

In collaboration with the Food and Agriculture Organization of the United Nations and the National Institute of Agronomic Research of Morocco, OCP Foundation organized on December 18<sup>th</sup> and 19<sup>th</sup>, 2015, the first international scientific conference on the Afro-Mediterranean soils on the theme «*Constraints and potentials for a sustainable management*» in Marrakech.

Transformed into an exchange and debate platform, the event brought together 160 researchers and experts from over 18 countries in Africa, Europe, the US and the Middle East who addressed the following topics:

- Carbon management and sequestration and climate-smart agriculture;
- Soil erosion and conservation measures;
- Information systems applied to soil mapping;
- The qualities of soil and monitoring of their degradation;
- Soil fertility and crop fertilization;
- The relationship between agricultural research and consulting for better soil management.

Through this initiative, OCP Foundation reiterates its commitment towards a sustainable soils conservation thanks to an ongoing Research & Development process in order to respond to scientific problems with effective, sustainable and healthy solutions.

For more information, visit [soilsagricconf2015.com](http://soilsagricconf2015.com)



ean Soils  
Potentialities  
19<sup>th</sup>, 2015  
OROCCO

# SOIL INFORMATION AND MODELING



## DETAILS OF ACTIVITIES CARRIED OUT IN 2015

Project	
Morocco	<p><b>Cereals and Pulses Caravan</b>  <b>Duration:</b> 1-11 June 2015  <b>Target regions:</b> Safi, Beni Mellal, Assila, Sidi Kacem, Souk El Arbaa, Fkih Ben Saleh, Fez, Meknès, El Jadida, Settat</p>
	<p><b>Olive Caravan</b>  <b>Duration:</b> 8 October - 5 November 2015  <b>Target regions:</b> Meknès, Nador, El Kelaâ Sraghna, Taounat</p>
	<p><b>Citrus fruits Caravan</b>  <b>Duration:</b> 16 November - 3 December 2015  <b>Target regions:</b> Berkane, Beni Mellal, Marrakech, Sidi Slimane</p>
	<p><b>Actions in the field of Agricultural Development - Financial Contribution to Agricultural Development</b>  <b>Duration:</b> January - December 2015  <b>Target regions:</b> 9 Major Regions  Tangier-Tétouan-Al Hoceima l'Oriental  Fez-Meknès  Rabat-Salé-Kénitra  Beni Mellal-Khénifra  Grand Casablanca-Settat  Marrakech-Safi  Darâa-Tafilalet  Souss-Massa</p>
	<p><b>Development of the fig tree in the province of El Jadida</b>  <b>Duration:</b> 2014 - 2017  <b>Target region:</b> Province of El Jadida</p>
	<p><b>Development and enhancement of goat milk production - agricultural upstream</b>  <b>Duration:</b> 2015 - 2018  <b>Target region :</b> Rhamna</p>

Description	Partners	Beneficiaries
<p>The project «OCP Caravans « is integrated in a public-private partnership model initiated through the «Contracts package» made by OCP.</p> <p>The OCP Caravans objectives were:</p> <ul style="list-style-type: none"> <li>• Promoting the rational use of fertilizers among small Moroccan farmers</li> <li>• Training small farmers to optimize their crops technical management</li> <li>• Promoting soil and sampling tests as well as bringing the required equipment and materials for this service through the mobile laboratory</li> </ul> <p>This was done through technical training and awareness sessions held at the mobile laboratory of agronomic tests and through technical workshops</p>	<p>Entities of the Ministry of Agriculture and Maritime Fisheries MAPM (ONCA DRA ONSSA INRA)</p> <p>OCP licensed distributors</p>	<p>1 333 small farmers</p> <p>2 292 small farmers</p> <p>1 124 small farmers</p>
<ul style="list-style-type: none"> <li>• Encouraging Moroccan agriculture through a set of popularization activities and close supervision in order to allow licensed distributors of OCP to implement development actions aimed at small Moroccan farmers</li> </ul>	<p>MAPM entities (ONCA, DPA, DRA, CCA,...)</p> <p>OCP licensed distributors  ASBITA - ATM - CHARAF  MAROC SAMAD - CPCM  FERTIKA - FERTIMA  FERTITECH - PROCESS  PROMAGRI - SCPC SAPEL -  SONACOS TIMAC - TOUTAGRI  ZINE CEREALES  DALIA COMODEX</p>	<ul style="list-style-type: none"> <li>- 347 actions CFDA</li> <li>- 12 550 farmers benefiting from thematic training days in classrooms (OCP Caravan 2015 included)</li> <li>- 2 467 farmers benefiting from training days on the field</li> <li>-217 demonstration plots established</li> <li>- 32 crops affected:</li> </ul> <p>Beans in non-irrigated land:  + 84%  Green beans: + 25%  Watermelon: 43%, ...</p>
<ul style="list-style-type: none"> <li>• Improving productivity from 7 to 10t/ha</li> <li>• Packing 1800 t/year</li> <li>• Drying 450 t/year</li> <li>• Generating a turnover of 50 million MAD</li> <li>• Preservation of natural resources (soil conservation. ...)</li> <li>• Organization of 5 cooperatives and 1 EIG</li> </ul>	<p>MAPM, Regional Office of Agricultural Development of Doukkala, Province of El Jadida, 5 cooperatives and EIG</p>	<ul style="list-style-type: none"> <li>- Planting of 160 ha</li> <li>- Organisation of 3 training days</li> <li>- 51 Cooperatives and EIG (1 000 small farmers)</li> </ul>
<ul style="list-style-type: none"> <li>• Mitigating the climate hazards' impact through disseminating conservation agriculture practices (establishment and operation of 300 ha in direct seeding)</li> <li>• Securing upstream agriculture for the project sustainability through an average annual production of quality 2 500 t</li> <li>• Increasing milk production of the livestock of +300%</li> <li>• Valorization of 90% of milk production through cheese production</li> <li>• Production of 100 t of cheese annually</li> <li>• Development and implementation of a marketing and sales strategy</li> <li>• Organization of the cooperative</li> </ul>	<p>Cooperative of BLADI, DPA Rhamna, Provincial Committee of Human Development Rhamna, INRA</p>	<ul style="list-style-type: none"> <li>- Installation of 100 ha of direct seeding</li> <li>- Purchase of 3 seeders of direct seeding</li> <li>- Organization of two training days</li> <li>- 354 women</li> </ul>

Project	
Morocco	<b>Development of mobile sensors prototype</b> <b>Duration:</b> 2015 - 2017 <b>Target regions:</b> National and International
	<b>Reinforcement and sustainable development of agricultural activities in the Northwest Palm Grove</b> <b>Duration:</b> 2014 -2016 <b>Target region:</b> Northwest Palmeraie/Marrakech
	<b>Caper culture development in Safi</b> <b>Duration:</b> 2015 - 2018 <b>Target region:</b> Region of Safi
	<b>Initiation to snail farming in the Province of Safi</b> <b>Duration:</b> 2015 - 2018 <b>Target region:</b> Region of Safi
	<b>ALA Projet</b> <b>Duration:</b> 2015 - 2016 <b>Target regions:</b> Larache, El Jadida & Agadir

Description	Partners	Beneficiaries
Implementation and design of a real time decision making tool, which allows precise management of the manuring plan at the plot level	MAScIR Foundation	National / international farmers
<ul style="list-style-type: none"> <li>• Conducting a close monitoring for the benefit of 20 farmers:</li> <li>- Agronomic tests: 15 soil tests + 20 ground water tests</li> <li>- Organization of two training days as well as illustrations at the fields on the importance of agronomic test / Douars (villages): SRAGHNA LKBIR (15 FARMERS) &amp; BELAAGUID (6 FARMERS)</li> </ul>	Mohammed VI Foundation AGRISUD NORSYS Foundation	50 Farms
<ul style="list-style-type: none"> <li>• Professionalizing and restructuring 5 caper cooperatives (Practical managerial training for 350 beneficiaries)</li> <li>• Increasing bargaining power through improving the product quality (technical capacity building)</li> <li>• Market access to 100% of their products through a partnership with the industrialists</li> <li>• Increasing their returns from 20 to 40%</li> </ul>	DPA Safi ONSSA ITA Jemat Shaim Safi Site	350 small farmers
<ul style="list-style-type: none"> <li>• Organization of the sector through the creation of 4 snail farming cooperatives</li> <li>• Socio-economic impact: increasing the budget and generating cash for 120 farmers</li> <li>• Environmental impact: saving snail species</li> <li>• Valorisation of organic waste (slime of snail)</li> <li>• Support for the sector's export regulation</li> </ul>	DPA Safi Snail farmers Association of Morocco	120 small farmers
Implementation of an agro-economic evaluation system for an additive to the ALA Fertilization. The aim was to assess the full scale of the benefits and downsides of the additive tested on the efficiency of fertilization adopted as part of a technical test train on 6 sectors: soft wheat, bean, bell pepper, citrus, strawberry & greenhouse tomato	OCP Sales Department	24 small farmers







Cocoa Caravan in Cote d'Ivoire

	Project	Description	Partners	Beneficiaries/ Results
Africa	<p><b>Support project for a better agricultural production in favour of two women's cooperatives located on Gambia's west coast</b>  <b>Duration:</b> 2 years (June 2014 - June 2016)  <b>Target region:</b> West Coast of Banjul in Gambia</p>	<p>The project aimed to support, for better agricultural production, two women's cooperatives located on the west coast of Gambia (Katakorr and Sanyang) including about 500 women.</p> <p>The project was launched in June 2014 in partnership with the Mujeres Por Africa Foundation and the local NGO «the Future is Our Country» and revolved around four complementary areas:</p> <p><b>Area 1:</b> Training of instructors and women beneficiaries</p> <p><b>Area 2:</b> Strengthening infrastructure</p> <p><b>Area 3:</b> Creating two cooperatives</p> <p><b>Axe 4:</b> Valorisation and marketing of products</p>	<p>FMA: Mujeres Por Africa Foundation  FIOC: the Future Is Our Country</p>	<ul style="list-style-type: none"> <li>- 2 horticultural cooperatives</li> <li>- 500 women beneficiaries</li> <li>- 135 training days for women beneficiaries</li> <li>- Installation of 3 solar-powered pumping units</li> <li>- Targeted crops: tomato, eggplant, lettuce, cucumber and onion</li> <li>- Improving the production from 15 to 50%</li> </ul>
	<p><b>Agriculture Cooperation program with Guinea Conakry</b>  <b>Duration:</b> 2 years: 2014 - 2016  <b>Target regions:</b> Main agricultural regions in Guinea</p>	<p>Following the royal visit in March 2014 to Guinea Conakry, a Memorandum of Understanding was signed between Guinea and Morocco's Ministries of Agriculture and the OCP Group to promote the Moroccan-Guinean cooperation in agriculture.</p> <p>This cooperation program revolved around three complementary areas:</p> <p><b>Area 1:</b> Developing and implementing a soil fertility map in Guinea</p> <p><b>Area 2:</b> Organizing an agricultural caravan in Guinea and establishing and monitoring Field Schools</p> <p><b>Area 3:</b> Capacity building of Guinean staff and executives (vocational training)</p>	<p>OCP AMCI  Ministry of Agriculture of Guinea  Ministry of Agriculture and Maritime Fisheries of Morocco</p>	<ul style="list-style-type: none"> <li>- 18 officials of the Ministry of Agriculture of Guinea</li> <li>- 90 training days</li> <li>- 1200 small farmers in regions of Kindia and Boke</li> <li>- Development and equipment of 3 soil testing laboratories</li> </ul>

	Project	Description	Partners	Beneficiaries/Results
Africa	<b>Organization of Cocoa Caravan in Cote d'Ivoire</b> <b>Duration:</b> October 2015 <b>Target regions:</b> Main cocoa growing regions of Cote d'Ivoire (13 regions)	<p>An agricultural caravan was organized in Côte d'Ivoire in partnership with the Cocoa-Coffee Council (CCC), OCP Group and local research and agricultural extension institutions.</p>	<ul style="list-style-type: none"> <li>- Coffee- Cocoa Council</li> <li>- OCP</li> <li>- Interprofessional Fund for Agricultural Research and consulting (FIRCA)</li> <li>- National Agency for Rural Development Support (ANADER)</li> <li>- National Agricultural Research Center (CNRA)</li> <li>- Four fertilizer distributors, partners of OCP (Louis Dreyfus Commodities, Agro West Africa, Yara and Toguna).</li> </ul>	<ul style="list-style-type: none"> <li>- 1 200 small farmers sensitized</li> <li>- Distribution of 250 school kits for children</li> </ul>
	<b>Study on rice supply problem in the region of the Mano River Union</b> <b>Duration:</b> 2014 - 2015 <b>Target regions:</b> Liberia, Sierra Leone, Guinea Conakry and Côte d'Ivoire	<p>A study on the rice supply issue was launched in December 2014 in partnership with the AMCI and the Mano River Union to investigate the improvement of rice production and self-sufficiency in the subregion.</p>	<ul style="list-style-type: none"> <li>- OCP</li> <li>- AMCI (Moroccan International Cooperation Agency)</li> <li>- UFM (Mano River Union)</li> </ul>	<ul style="list-style-type: none"> <li>- Rice farmers</li> <li>- The decision makers of the agricultural sector of the Mano River region</li> </ul>
	<b>Organization of the 1<sup>st</sup> International Conference on African Mediterranean soils</b> <b>Duration:</b> December 2015 <b>Target region:</b> Marrakech	<p>On the occasion of the International Year of Soils (IYS), and so as to highlight the soils importance in the balance of the ecosystem and their essential functions related to food security in the African-Mediterranean region, OCP Foundation, through its Agricultural Development Program, organized in partnership with the National Institute for Agronomic Research and FAO, a scientific conference on the theme: Potentials and Constraints for Sustainable Management.</p>	<p>INRA FAO</p>	<ul style="list-style-type: none"> <li>- 160 participants and researchers in the field of soil science</li> <li>- 18 countries represented</li> <li>- 104 scientific papers</li> </ul>





Plant nursery established as part of the Karnataka project

Project	
Asia/India	<p><b>Agricultural Extension Project in the State of Karnataka</b>  <b>Duration:</b> 3 years (2014 - 2017)  <b>Target region:</b> State of Karnataka Districts : Gulbarga, Bidar and Raichur</p>
	<p><b>Promotion of the integrated production project in the state of Rajasthan</b>  <b>Duration:</b> 4 years (2014 - 2018)  <b>Target region:</b> State of Rajasthan  <b>Districts:</b> Baran, Bundi, and Sawai Madhupur</p>
	<p><b>Morocco-India initiative for the rehabilitation of food legumes</b>  <b>Duration:</b> 5 years (March 2012 – March 2018)  <b>Target regions:</b> 8 States concerned :  Karnataka  Andhra Pradesh  Telangana  Madhya Pradesh  Tripura  West Bengal  Tamil Nadu  Odhisia</p>

Description	Partners	Beneficiaries / Results
<ul style="list-style-type: none"> <li>• Improving productivity of food legumes</li> <li>• Improving the profitability and living conditions of small farmers</li> <li>• Supporting 7 professional organizations of farmers trained under the project</li> </ul>	ISAP	<ul style="list-style-type: none"> <li>- 3 800 small farmers</li> <li>- 40 demonstration plots set up</li> <li>- 467 soil tests conducted</li> <li>- 28% yield improvement</li> <li>- 12 870 calls answered at the Call Center of agriculture extension</li> </ul>
<ul style="list-style-type: none"> <li>• This project aimed at the diversification of production and income, the use of communication and information technologies through:</li> <li>• The establishment of a call center for agricultural consultancy</li> <li>• The establishment of demonstration plots</li> <li>• The support of farming communities to improve their productivity through rationalization of fertilization</li> <li>• The use of efficient varieties</li> <li>• The introduction of a new crop</li> <li>• Mechanization</li> <li>• The dissemination of agricultural best practices</li> </ul>	ISAP	<ul style="list-style-type: none"> <li>- 6 500 small farmers</li> <li>- 449 demonstration plots set up</li> <li>- 1 000 soil tests conducted</li> <li>-150 training days organized</li> <li>- 8 746 calls answered at the Call Center of agriculture extension</li> <li>- 12 medical caravans organized</li> </ul>
<ul style="list-style-type: none"> <li>• Improving productivity of food legumes</li> <li>• Creation of village-based seed-producing businesses</li> <li>• Establishing research themes related to variety improvement, fertilization, cultivation techniques, farmers knowledge and proximity Centers' operation</li> <li>• Technology transfer and strengthening cooperation in the field of agronomic research</li> </ul>	<ul style="list-style-type: none"> <li>- INRA</li> <li>- Hassan II Agricultural and Veterinary Institute</li> <li>- ICARDA</li> <li>- ICRISAT</li> <li>- MSSRF</li> </ul>	<ul style="list-style-type: none"> <li>- 10 300 small farmers (Including 2 000 in Morocco)</li> <li>- 5 000 demonstration plots installed on 3 000 ha</li> <li>-1 800 Soil tests carried out</li> <li>-14 To 20% yield improvement</li> <li>- Exchange of legume germplasm between Morocco and India</li> </ul>



# 3

## FOSTERING **ENTREPRENEURIAL ECOSYSTEMS**



**Unlocking Entrepreneurship**

—  
**Overview 2015**

—  
**Focus**

—  
**Details of activities carried out in 2015**

# “ FOSTERING ENTREPRENEURIAL ECOSYSTEMS,, ”

## UNLOCKING ENTREPRENEURSHIP

Professionalization, sustainability, impact, these are the values that OCP Entrepreneurship Network program (OCPEN) intends to convey since its launch in December 2013 with the objective of supporting the Moroccan entrepreneurial ecosystems in order to gain gradually, maturity, visibility and dynamism.

### **Winning partnerships and areas of action**

To support project holders and entrepreneurs, OCPEN chose to draw upon structures whose craft, specialty and day-to-day routine is about creating new projects. The program aims to bring together all players and stakeholders in the entrepreneurial ecosystems to work effectively and in time. The goal is to work with these players around four main areas:

- Mindset : information and initiation programs to spur the desire to become an entrepreneur;
- Skills : trainings to bring the essential skills to entrepreneurs to launch and grow their businesses;
- Connections : facilitating access to networks (talents, experts, suppliers) and markets;
- Resources : structures (incubators, accelerators) and financing to reinforce business projects.

### **Players' professionalization and capacity building**

OCPEN strives to make the most of its partners potential, expertise and field of action. Whether these players and partners are large associations and foundations or smaller entities such as cooperatives, the involvement of the program for the professionalization of stakeholders and partners is animated by the desire to generate results, thus producing a tangible impact without forgetting to sustain the undertaken actions.

### **Entrepreneurship as a test for territories and ecosystems**

OCPEN has adopted a conceptual vision of the entrepreneur's path regardless of their profile or the project's state of progress or the type of activity itself. The project is backed by a local VSE, a regional cooperative or an international-oriented innovative start-up, the program gives priority to viability and its ability to create sustainable jobs, especially around the areas where OCP group operates.



A participant during a national ENACTUS competition

# OVERVIEW

## 2015

At the end of its second year, OCPEN presented an encouraging assessment:

- 600 jobs created, including 166 in 2014;
- 577 supported companies;
- 9 660 young people initiated to entrepreneurship.

Quick overview of a structuring year around an inclusive approach:

### Financing and supporting project holders

- Réseau Entreprendre Maroc opened 3 new sections in Khouribga, El Jadida and Benguerir. 30 entrepreneurs were mobilized to voluntarily support young project holders. At the end of 2015, 6 entrepreneurs have benefited from unsecured and free-interest loans to start and develop their business, for a total sum of 350,000 MAD and have created 39 direct jobs.

- 2 REEM Moubadarate offices are now operational in Safi and Youssoufia with an efficient support and financing system for project holders through honor loans.

### Support for the social economy

- OCPEN supported the FLORA Association to diversify and expand its processing business of the prickly pear through products such as jam, juice, vinegar oil,... In addition to the 12 jobs created, FLORA managed to obtain contracts and to participate to fairs abroad.

- OCPEN has supported the Oued Zem Association for the implementation of its plastic waste repurposing facility thus enabling the creation of 13 jobs, including collectors equipped with hygiene equipment.

### Startups accelerator program

- Startup Maroc has organized a program of seven international competitions and supported Moroccan startups via bootcamps to confront and get access to an international network of investors and mentors.

- The objective of the partnership with MassChallenge was to increase the level of Moroccan candidate applications and maximize their chances of being selected to the largest accelerator in the world. At the end of 2015, and after a bootcamp in Casablanca and one in Boston, 3 startups have been qualified to the final round of MassChallenge selections.





Training session at the SKILLS Center of Khouribga

# FOCUS

## YOUNG MOROCCANS COMMITMENT AND CREATIVITY MAKES MOROCCO SHINE ON THE WORLD MAP

In order to maximise the chances of the Moroccan national champion team to win the Enactus World Cup, OCP Entrepreneurship Network, through its partnership with Enactus Morocco, supported the Mohammedia School of Engineering Enactus team, Morocco's national champion for the third consecutive year.

Thanks to dedicated mentors supporting students before the competition, Morocco has risen to 3<sup>rd</sup> place of the podium in Johannesburg behind Great Britain and the United States in a competition that brought together 36 participating countries. In 2014, Morocco ranked runner-up in Beijing after China.

Enactus Morocco has completed with its participation in the Enactus World Cup a year of training in social entrepreneurship and field assistance of more than 3000 students throughout Morocco with a record of over 160 projects developed for the benefit of over 100 000 beneficiaries.





Moroccan team in ENACTUS international competition



## DETAILS OF ACTIVITIES CARRIED OUT IN 2015

Project	Description
<b>Household waste reusing</b> Duration: 2 years Target region: Khouribga	Establishment of a household waste reusing unit in Oued Zem
<b>Valorisation of cactus</b> Duration: 2 years Target region: Khouribga	Creating a cactus processing and valorisation unit
<b>Production and marketing of mushrooms</b> Duration: 1 year Target region: Chefchaouen	Supporting 122 women for the production and marketing of mushrooms
<b>Mowgli ACO Mentoring</b> Duration: 1 year Target region: Khouribga, Safi and Gantour	Coaching program for 24 mentors from the OCP Executives Association, selection of 24 entrepreneurs to mentor and support of the mentor/mentee relationship over 12 months
<b>3 branches REM</b> Duration: 2 years Target region: El Jadida, Khouribga and Benguerir	Opening of 3 new branches of REM in Khouribga, Benguerir and El Jadida
<b>Startup Weekend Roadshow</b> Duration: 3 years Target region: National	National tour of 12 Startup Days (introduction to the tools of the Business Model Canvas and Lean Startup) and 12 Startup Weekends (Business Model and Prototypes) in 12 cities of the Kingdom
<b>Enactus World Cup</b> Duration: 3 years Target region: National	Supporting and reinforcing the Enactus Morocco finalist team to participate in the international competition in the best conditions
<b>Beldi chicken</b> Duration: 2 years Target region: Youssoufia	Providing support to women in rural areas to enhance traditional skills Improving production conditions and supporting the marketing of Beldi chicken
<b>Prickly pear Flora</b> Duration: 2 years Target region: Khouribga	Diversification and expansion of the women's cooperative for cactus and prickly pear products' valorisation
<b>Bakery and pastry for people with special needs</b> Duration: 2 years Target region: Khouribga	Creating an income generating activity in bakery pastry for people with special needs
<b>Startup Maroc Acceleration</b> Duration: 1 year Target region: National	Organisation of 7 national competitions and qualifiers of Moroccan start-ups and 6 international finals to showcase them on the world map
<b>CAPEE Trainings</b> Duration: 1 year Target region: National	Training program and capacity building for the Collective of Associations for Education and Entrepreneurship association members
<b>Study of Ecosystems</b> Duration: 2 years Target region: Safi, Khouribga, Gantour, El Jadida , Laâyoune	Conducting a study on the entrepreneurial ecosystems of regions of Safi and Khouribga then those of Gantour, Laayoune and El Jadida
<b>HJE Competition</b> Duration: 6 months Target region: Casablanca	Organization of an entrepreneurial projects competition developed by the engineering students of the Hassania School of Public Works

Partners	Achievements at the end of 2015
Oued Zem Association	5 direct jobs and 8 indirect jobs created 6 collectors supported Turnover multiplied by 4.7
Enahda Association	19 jobs created
Chefchaouen local development association	122 women trained on mushroom production 96 farmer suppliers trained 22 direct jobs created 6 production units created
Mowgli & ACO Foundation	13 new permanent jobs created 14 entrepreneurs mentored 14 ACO mentors mobilized and trained
Réseau Entreprendre Maroc	42 jobs created 6 unsecured and free-interest loans granted 30 mentors mobilized
Startup Maroc	3000 young people made aware 1700 participants 120 mentors mobilized 130 000 MAD of awards distributed
Enactus	30 students participated in competitions in Beijing (2014) and Johannesburg (2015) The Morocco team ranked 2 <sup>nd</sup> (2014) and 3 <sup>rd</sup> (2015) among 30 participating countries 5 mentors mobilized
Slow Food	21 jobs created
Flora Cooperative	12 jobs created 24 farmers suppliers trained in 4 sessions 150% of turnover achieved in part thanks to the export production processes certified for 5 products Participation in 4 national and international exhibitions
Al Moustakbal Association	31 people with specific needs trained
Startup Maroc	2200 young people with 7 competitions and 68 participating startups 102 mentors mobilized 300,000 MAD awards won
CAPEE	2 training workshops for the benefit of 100 participants representing 17 member associations and 10 associate members
Capital Consulting	Diagnosis of ecosystem and entrepreneurial potential of the Safi and El Jadida regions Sharing the study's results with the ecosystem players
Hassania Junior Entreprise	30 people divided into 8 teams trained and supported 5 mentors mobilized 20,000 MAD of awards garnered by the winners

Project	Description
<b>Ekogeste Pilot</b> <b>Duration:</b> 2 years <b>Target region:</b> Safi and Youssoufia	Pilot phase for the development of used oil collection from households
<b>REEM Moubadarate Safi and Youssoufia</b> <b>Duration:</b> 2 years <b>Target region :</b> Safi and Youssoufia	Opening of 2 REEM Moubadarate platforms Safi and Youssoufia for supporting and financing the project holders
<b>Enactus Impact</b> <b>Duration:</b> 3 years <b>Target region:</b> National	A 3 years national program in higher education institutions for the awareness of 12,000 young people to social entrepreneurship and the mobilization of 3000 to 4000 young people 130 projects will be identified each year and will create 900 direct jobs. 60 high-impact projects will be incubated and accelerated to create 35 businesses and 100 jobs at least
<b>Biladi Cheese Dairy Unit</b> <b>Duration:</b> 4 years <b>Target region:</b> Benguerir	Capacity building of 254 women from the Biladi Cooperative and support for the products Sales and Marketing
<b>MassChallenge Morocco</b> <b>Duration:</b> 1 year <b>Target region:</b> National	Program to increase the Moroccan startups' chances to access to MassChallenge, the largest accelerator in the world
<b>Academy Study</b> <b>Duration:</b> 1 year <b>Target region:</b> National	A feasibility study for the creation of an Entrepreneurship Academy
<b>HJE Study</b> <b>Duration :</b> 6 months <b>Target region:</b> National	Conducting a study on the business environment in engineering schools
<b>From the Informal to the Formal</b> <b>Duration:</b> 2 years <b>Target region:</b> Casablanca, Agadir, Marrakech, Bengurir, Rabat, Tangier, Meknès, Fez, Dakhla	Pilot project for the support of 200 VSE in the transition from informal to formal activity
<b>Pilot Acceleration</b> <b>Duration:</b> 1 year <b>Target region:</b> Casablanca, El Jadida	Support and Acceleration program for 5 startups to help in finance raising
<b>New Work Lab</b> <b>Duration:</b> 3 years <b>Target region:</b> Casablanca, Khouribga and Safi	Animation of entrepreneurial communities through events involving 4,000 participants Training program for 120 aspiring entrepreneurs Implementation of New Work Lab system in Khouribga and Safi
<b>Skills Centers</b> <b>Duration:</b> Annual <b>Target region:</b> Rahmna, Youssoufia and Khouribga	Entrepreneurship Path of Skills Centers to 3 profiles of entrepreneurs through 3 paths: VSE, Cooperatives and IGA

Partners	Achievements at the end of 2015
Kilimanjaro	19 jobs created Study conducted on the potential of home collection
REEM Moubadarate	8 VSE created 11 unsecured and free-interest loans granted 145 project holders supported
Enactus	10 enterprises created 3000 students mobilized 3560 young people educated
Beladi cooperative	Agreement signed between several public and private partners and stakeholders
MassChallenge	30 startups preselected for bootcamp in Morocco 10 startups and 5 actors ecosystem selected to the bootcamp in Boston 3 startups selected for the second round of selections for MassChallenge
CGEM	A comprehensive study regarding the support needed by project holders Definition of Business Model and Business Plan of the Academy
Hassania Junior Entreprise	Study conducted with the conclusions and recommendations to stimulate entrepreneurship in engineering schools
CJD	25 VSE going on business management training course
TechFinance	Call for applications launched
New Work Lab	129 participants in 6 events
Amideast and Orient Occident foundation	333 jobs created 76 VSE businesses created 32 IGA supported and financed 17 cooperatives supported and financed



# 4

CONTRIBUTING  
**TO THE  
DEMOCRATIZATION  
OF CULTURE**



**Culture for all**



**Overview 2015**



**Focus**



**Details of activities carried out in 2015**



“ **CONTRIBUTING  
TO THE DEMOCRATIZATION  
OF CULTURE** ”

## CULTURE **FOR ALL**

The integration of culture in the education program as well as the cultural and artistic ones among communities through wide events, fosters open-mindedness and contributes to the development of individuals.

Faithful to its mission, OCP Foundation supports numerous initiatives related to the promotion of the national heritage and the democratization of art and culture in regions where the populations have little access to them:

- Artistic initiation and cultural education to the benefit of students in public schools to promote sharing and openness values: cinema, theater, writing, reading, plastic arts, puppet show, recycling, ...;
- Development of national heritage through quality cultural actions : musical anthologies, promotion and enhancement of the ceramic heritage in the city of Safi through training, and the development of the Pottery History and Ceramics Museum in Morocco;
- Training Workshops on street and circus arts, theater, film and cultural management;
- Youth training and support for the emerging talents of the Moroccan music scene.



Children participating in the Odysseus Plastok workshop



# OVERVIEW

## 2015

### **Strengthening of Soft Skills and Languages through art and culture**

#### *Slam*

The Slam activity was a complete success in the 4 cities where it has been conducted. OCP Foundation and its partner, the French Institute of Morocco, organised several artistic and educational activities on writing and interpreting of Slam texts for the benefit of high school students. 600 students and 50 teachers of public schools have benefited from this project. It aims at creating an education and learning environment conducive to the development of talents in extra curricular fields. Therefore high school students had less difficulties speaking in class and performing in public. The project also helps to improve the french language through a diversified educational approach.

#### *Promotion of the Moroccan musical heritage*

Following the support given in the production of the Gnaoua Anthology OCP Foundation launched two additional anthologies in 2015, which are : Anthology of the Moroccan Gharnati and Anthology of the Art of Aïta. The Moroccan musical repertoire is an essential component of the intangible cultural heritage. Indeed, it allows to preserve and transmit a collective

memory through the musical richness of Aïta and Gharnati, offering multiple confluences, thus reflecting the authentic culture of our country. These anthologies will enable future generations to know and to imbibe the wealth of this ancestral heritage through the diversity of its sources and its performers.

### **Reinforcing creativity in ceramics design**

#### *Design Explore*

In association with the British Council, OCP Foundation organized in Safi a training on ceramics design for young Moroccan craftsmen in order to help them enhance and promote their talent. 121 young craftsmen have benefited from mentoring sessions organized with British design professionals.





Training Session of Young Artists

# FOCUS

## OCP FOUNDATION PROMOTES FREE ACCESS TO CULTURE FOR YOUNG PEOPLE

In its mission to promote Youth literature through several actions, OCP Foundation strives to democratise children's and young people's access to culture. Thanks to the actions taken throughout the year of 2015, more than 13 800 children have benefited from this program.

Besides inspiring younger people to read, the approach aimed to create reading and sharing networks and to incorporate a good cultural dynamic in public schools and summer camps.

Therefore, and in collaboration with the French Institute of Morocco, OCP Foundation organized two editions of «The Voluble Stork», a literary show for Youth held in Safi, Ouled Selman and El Jadida. This event brought together nearly 3,577 students and 48 schools around different cultural and literary activities.

Furthermore, during summer school holidays, OCP Foundation and the *Réseau de lecture* in Morocco have developed reading activities in the camps in order to educate children from disadvantaged backgrounds about the importance of reading.

Nearly 11 000 children have benefited from daily reading workshops in 20 summer camp centers.





Children beneficiaries of the «Reading for All» program

## DETAILS OF ACTIVITIES CARRIED OUT IN 2015

Project
<p><b>General public cinema: 1 film in Arabic and 2 films in French per month with entertainment and discussion with the audience</b>  <b>Duration:</b> 2014-2015  <b>Target region:</b> Safi, Youssoufia, Benguerir, Khouribga</p>
<p><b>Triphase Jazz show for the general public</b>  <b>Duration:</b> May 2015  <b>Target region:</b> Safi</p>
<p><b>Musical show with the Moroccan lutenist Driss El Maaloumi featuring Daniel Mille and Gregory Korniluk</b>  <b>Duration:</b> 16 april 2015  <b>Target region:</b> Khouribga</p>
<p><b>Musical show «Afriques en scenes (Africas on stage)» with the French-Moroccan artist Hindi Zahra and two African bands for the opening</b>  <b>Duration:</b> 6 may 2015  <b>Target region:</b> Safi</p>
<p><b>Musical show with percussionist Imed Alibi</b>  <b>Duration:</b> November 2015  <b>Target region:</b> Safi, Youssoufia, Benguerir</p>
<p><b>Support for the reconstitution of an Andalusian musical score of nineteenth century Essaouira and presentation of music concert in the Atlantic Andalusias Festival</b>  <b>Duration:</b> 29-31 october 2015  <b>Target region:</b> National</p>
<p><b>Residency of music production and training for young Moroccan singers, bands and composers (Semi-pro or amateurs) in the form of production and recording sessions for albums / singles</b>  <b>Duration:</b> 2014-2015  <b>Target region:</b> Youssoufia Benguerir Marrakech</p>
<p><b>Supporting young talents to participate in the Atlantic Andalusias Festival</b>  <b>Duration:</b> July 2015  <b>Target region:</b> National</p>
<p><b>Support for the creation and launch of the first Office of the export of Moroccan music: MOMEX (Moroccan Music Export)</b>  <b>Duration:</b> 2015-2018  <b>Target region:</b> National</p>
<p><b>Support for the 2<sup>nd</sup> year of the social program of Mazaya with music education and non-formal education for the reintegration of children dropping out of school</b>  <b>Duration :</b> 2015-2020  <b>Target region :</b> urban outskirts of Rabat</p>

Description	Partners	Beneficiaries
<ul style="list-style-type: none"> <li>Annual programming of all kinds of movies (fiction, drama, comedy, documentary, ...) in 4 cities where OCP Group operates</li> </ul>	Association de La Cinémathèque de Tanger (Tanger Film Library)  Institut français du Maroc	2430 beneficiaries all audiences
<ul style="list-style-type: none"> <li>Organization of a jazz show for the benefit of the general public: young people, students, families, local associations, institutions, companies, ...</li> </ul>	Institut Français du Maroc	
<ul style="list-style-type: none"> <li>Organization of a show of fusion between Moroccan music and world music for the benefit of the general public: young people, students, families, local associations, institutions, companies</li> <li>The concert is the result of a creative residency and a meeting between three great artists on tour in April 2015 in Morocco</li> </ul>	Institut Français du Maroc	
<ul style="list-style-type: none"> <li>Organization of a contemporary musical show combining Moroccan music, Berber, African and international</li> <li>Organization of Hindi Zahra's tour throughout Morocco in May 2015</li> <li>Both groups were pre-selected at Visa For Music, the music market in Africa and the Middle East held in Rabat in November 2014</li> </ul>	Institut Français du Maroc	3210 beneficiaries all audiences
<ul style="list-style-type: none"> <li>Organization of a music show for the general public</li> <li>Fusion between local musicians and artists during the concert</li> </ul>	Institut Français du Maroc	
<ul style="list-style-type: none"> <li>Reconstitution and enhancement of Andalusian-Muslim and Judeo-Arabi intangible heritage in general and the music of Essaouira terroir of the nineteenth century in particular</li> <li>Presentation of the reconstituted concert of Andalusian music of the nineteenth century Essaouira</li> </ul>	Association Essaouira Mogador	
<ul style="list-style-type: none"> <li>Residency of music production and training for young Moroccan singers, bands and composers (Semi-pro and professionals) in the form of production and recording sessions for albums / singles</li> <li>One year support for young artists to promote their talent: radio, social networks, festivals, jam sessions ...</li> </ul>	British Council	
<ul style="list-style-type: none"> <li>Highlighting young Moroccan talents : discovery, support and professionalisation of young artists</li> <li>Strengthening the artistic and musical training</li> </ul>	Association Essaouira Mogador	
<ul style="list-style-type: none"> <li>Implementation of training for semi-pro or professional artists</li> <li>Organizing promotional tours for the artists through their participation in professional shows of music ...</li> <li>Managing contacts with foreign festival programmers</li> <li>Supporting artistic projects on new digital media</li> <li>Setting up a service center for Moroccan music exporters: access to information on Moroccan artists, organization of international show-cases, participation in fairs and festivals, etc.</li> <li>Creating a dedicated Web site gathering information for professionals and general public</li> <li>Ensuring the national market , musical diversity and digital music offer monitoring</li> <li>Developing cooperation with similar entities</li> </ul>	Ministry of Culture Hiba Foundation	121 young artists
<ul style="list-style-type: none"> <li>Training on classical music in favor of the children dropping out of school, along with basic courses in basic education</li> </ul>	Tenor Foundation	43 children dropping out of school

Project
<p><b>Workshops and contemporary music show, dance, calligraphy and visual arts : «Kalaam - Turn off the light»</b>  <b>Duration:</b> February 2015  <b>Target region:</b> Safi</p>
<p><b>Artistic and educational tour on circus arts</b>  <b>Duration:</b> June 2015  <b>Target region:</b> Benguerir, Youssoufia, Safi</p>
<p><b>Organization of the «Street Art Caravan» tour and organization of artistic and educational graffiti workshops in schools</b>  <b>Duration:</b> 2015-2016  <b>Target region:</b> Safi, Youssoufia, Benguerir</p>
<p><b>Training of young cultural moroccan and sub-saharan french-speaking operators during «Visa For Music» 2015</b>  <b>Duration:</b> November 2015  <b>Target region:</b>  <b>Morocco:</b>            Khouribga, Benguerir, Youssoufia, El Jadida and Safi  <b>Africa:</b>            Cote d'Ivoire, Senegal, Gabon, Mali, Cameroon</p>
<p><b>Artistic and educational Street Arts tour:</b>            • <b>Workshops of discovery and introduction to the Street arts</b>            • <b>Show presentations by city</b>  <b>Duration:</b> 2015-2016  <b>Target region:</b> Benguerir, Youssoufia, Safi, El Jadida</p>

Description	Partners	Beneficiaries
<ul style="list-style-type: none"> <li>Workshops and contemporary music show, dance, calligraphy and visual arts</li> </ul>	Institut français du Maroc	3311 young people, high school students, civil society activists and general public
<ul style="list-style-type: none"> <li>Artistic and educational tour on circus arts</li> <li>Discovery and pre-selection workshops at the ENC Shems'y auditions</li> <li>Presentation of the Hamsse show in Benguerir, Safi and Youssoufia</li> </ul>	Moroccan Association for Assistance to Children in precarious situation  AMESIP	
<p>Performances in public space:</p> <ul style="list-style-type: none"> <li>5 national and international artists will mobilize for a week to revive and reanimate, colors in hand, the walls of the host cities</li> <li>Participation of young local artists in these artistic performances</li> <li>Master class with young Moroccan artists (a selection was made by call for participation)</li> </ul> <p>Artistic residency that was an alliance of styles between young local Moroccan artists and professional artists invited</p> <p>Workshop «Graffiti Lab»: Creative workshop for high school students to introduce them to the techniques of urban art and murals</p>	British Council	
<ul style="list-style-type: none"> <li>4 workshops provided:               <ul style="list-style-type: none"> <li>Introduction to cultural entrepreneurship</li> <li>Management Tools and cultural management</li> <li>Financing a project: partnership, sponsorship, patronage, participatory collection ...</li> <li>Collective Intelligence Workshops</li> </ul> </li> <li>Participation in the professional music show activities «Visa For Music» 2015: Speed-meetings, conferences, showcases, concerts and shows, etc.</li> </ul>	Atlas Azawan Association	



Project
<b>Urban Arts - Slam</b> <b>Duration:</b> January - april 2015 <b>Target region:</b> Safi, Youssoufia, Benguerir, Khouribga
<b>Youth sequence</b> <b>Duration :</b> 9 months <b>Target region:</b> Safi, Youssoufia, Benguerir, Khouribga
<b>My «Petite Cinémathèque»</b> <b>Duration:</b> 8 months <b>Target region:</b> Safi, Youssoufia, Benguerir, Khouribga
<b>Home movie factory</b> <b>Duration:</b> 2015-2016 <b>Target region:</b> Safi, Youssoufia, Benguerir, Khouribga
<b>Odysseus Plastok</b> <b>Duration:</b> March 2015 <b>Target region:</b> Safi, Youssoufia, Benguerir, Khouribga
<b>Show &amp; puppet show</b> <b>Duration:</b> July 2015 <b>Target region:</b> Safi, Youssoufia, Benguerir, Khouribga
<b>Cultural workshop «the 5<sup>th</sup> wheel»</b> <b>Duration:</b> 2015-2017 <b>Target region:</b> Safi, Youssoufia, Benguerir, Khouribga
<b>Youth literature</b> <b>Cultural activities</b> <b>Duration:</b> May and november 2015 <b>Target region:</b> Safi, Youssoufia, Benguerir, Khouribga
<b>Youth Literature</b> <b>Reading for All</b> <b>Duration:</b> 2015 <b>Target region:</b> Safi, Youssoufia, Benguerir, Khouribga

Description	Partners	Beneficiaries
<ul style="list-style-type: none"> <li>• Training of Instructors (teachers, writing workshops organizers, slam poets)</li> <li>• Publication and distribution of a vademecum for organizing and presenting workshops</li> <li>• Regional competition and scenes organized locally in each city, bringing together the best of Slam workshops + national competition</li> <li>• Programming of the best high school talent in preview of French and Moroccan Slam artist concerts.</li> </ul>	Institut Français du Maroc	627 students and teachers of MEN (ministry of national education)
Educational work on a film by term and by level (elementary, middle, high school, that is, 9 per year) with nine educational records, including training of teachers and professors and film screening for different classes	Institut Français du Maroc	
<ul style="list-style-type: none"> <li>• Annual programming of youth film screenings in 4 cities where OCP operates: one film in Arabic / month</li> <li>• School Sessions (Cine-club for children): Projection of 8 Youth films a year with a work on image education</li> <li>• A fun and educational entertainment before the movie</li> <li>• A document on the film for each child</li> <li>• A discussion after the screening</li> </ul>	Association La Cinémathèque de Tanger (Tanger film library)	13 321 students and teachers from MEN
<ul style="list-style-type: none"> <li>• Initiation to cinema and its workings for a school audience and the general public</li> <li>• Providing training and a paid internship for young people in the movie business and cultural mediation</li> <li>• Participating in the development of a diversified cultural program of the city of El Jadida for a wide audience</li> </ul>	Institut Français du Maroc	
<p><b>School Educational workshops (40 to 60 children):</b></p> <ul style="list-style-type: none"> <li>• Preparation / exchange on the show's theme and history, with an educational projection on the theme of pollution and sustainable development</li> <li>• Workshop featuring puppets made with plastic bags, brought by children to make art objects</li> </ul> <p><b>Show for the whole school (150 to 200 children):</b></p> <ul style="list-style-type: none"> <li>• Puppet (entirely made of plastic) and music shows about sustainable development and environmental hazards issues</li> <li>• Discussions with the public were held at the end of each performance</li> </ul>	Institut Français du Maroc	950 students of MEN and children with learning difficulties
<ul style="list-style-type: none"> <li>• Organization of two performances of the international puppet show for a public school in the morning and the general public in the evening</li> <li>• The show is a musical compilation of major global musical genres, featuring puppets</li> <li>• The Company has toured the world with this puppet theater performance</li> </ul>	Alliance Française de Safi (French Alliance of Safi)	
<ul style="list-style-type: none"> <li>• Development of children's artistic and communication skills through an initiation to theater practices</li> <li>• Formation of two troupes of young artists to perform before the public of the association but also other partnering structures and production of two theatrical performances per year</li> </ul>	Association Les Enfants de l'Ovale Maroc (Association of the Children of the Oval of Morocco) (EDOM)	
<ul style="list-style-type: none"> <li>• Activities that are mainly intended for public school (children from 4 to 12 years old), and for families</li> <li>• Children library</li> <li>• Reading and writing meetings and workshops with children's literature authors and illustrators</li> <li>• Creative and awareness workshops with Moroccan Life and Earth sciences associations</li> <li>• Environement themed exhibition</li> <li>• Fairytale shows</li> <li>• Cinema sessions</li> </ul>	Institut Français du Maroc	13,777 students of MEN, disadvantaged children and children all audiences
Reading activities during summer camps under the theme: «Reading, a journey and a leisure»	REMADELE	

<b>Project</b>
<b>Supporting the publication of an Anthology collection of the Moroccan gharnati music under the theme “Earth”</b>
<b>Supporting the third phase of the «Protection and Development of the Marrakech Palm Grove plan» through the reinforcement and sustainable development plan for the local population</b>
<b>Supporting the publication of an anthology of the Preservation and development of the National Musical Heritage of Aita in two volumes</b>
<b>Construction of the History of Pottery and Ceramics Museum in Morocco</b>
<b>Design Explore: Promoting and enhancing the heritage of ceramics in Safi via a residency training on design and ceramics for young craftsmen</b>

Description	Partners	Beneficiaries
<ul style="list-style-type: none"> <li>• Musical transcriptions, recording and production of 4 sets</li> <li>• The Earth collection has been produced in 500 copies with image exclusivity to OCP Foundation</li> </ul>	Ribat Al Fath Association for Sustainable Development	General public
<ul style="list-style-type: none"> <li>• Awareness and information on sustainable development issues</li> <li>• Fight against illiteracy</li> <li>• Securing economic activities through the preparation of development plans for farms according to available resources - water, soil and biodiversity</li> <li>• Implementation of the first phase supporting 50 pilot family farms in the Northwest Palmeraie (25% of recorded farms)</li> </ul>	Mohammed VI Foundation for Environmental Protection Under the effective Presidency of Her Royal Highness Princess Lalla Hasna	
<ul style="list-style-type: none"> <li>• Musical transcriptions of the art of Aita, especially seniors', whose vinyl will be acquired to complete the compilation and recording on high-quality supports (Studio Hiba)</li> <li>• Recording tracks of new generation artists</li> <li>• Publishing a collection in two volumes</li> <li>• Massive distribution to cultural organizations, national institutions, music academies..</li> </ul>	Atlas Azawan	
<ul style="list-style-type: none"> <li>• Permanent exhibition about the history of Pottery and Ceramics in Morocco, structured in three thematic pavilions: utility ceramics of Morocco, utility and decorative ceramics of Safi, and utility and decorative ceramics of Meknes / Fez</li> <li>• Providing additional spaces: temporary exhibition space, administrative space and storage room, technical operations workshop, control room, and reception area</li> <li>• Organizing human resources training to enhance their skills and qualifications in the field</li> </ul>	National Foundation of Museums	
<ul style="list-style-type: none"> <li>• Creative residency for young craftsmen and designers to develop their skills in contemporary product design exploring specific ideas for their cultural identity and their local craft heritage</li> <li>• Exploration of international contemporary design and Moroccan craftsmanship</li> <li>• Working sessions on the use of materials, techniques and traditional manufacturing processes</li> <li>• Mentoring sessions with professional British designers</li> </ul>	British Council	



# 5

SUPPORTING  
**RESEARCH AND TRAINING**



**Mohammed VI Polytechnic University:  
Training the elites of tomorrow**

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**Benguerir High School of Excellence:  
Springboard to success for Moroccan and foreign youth**

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**Details of activities carried out in 2015**

# “SUPPORTING TRAINING AND RESEARCH”

OCP Foundation plays a leading role in supporting training and research in Morocco, particularly through the implementation and support of educational projects and research programs.

Mohammed VI Polytechnic University and Benguerir High School of Excellence are the two key components of these actions.

## MOHAMMED VI POLYTECHNIC UNIVERSITY: TRAINING THE ELITES OF TOMORROW

**Mohammed VI Polytechnic University is a prestigious, nationally and internationally-oriented higher education and Research/ Development hub**

Open to the world and particularly to Africa, it is dedicated to research and high level education, drawing upon fundamentals such as technology transfer, incubation of innovative projects and proximity to the corporate world.

In compliance with international standards, the subjects taught cover a diverse set of disciplines such as engineering, agriculture, economics, political and social sciences,...

**A sustainable approach with strong partners**

The University's strategy is part of the global challenge for food security and the development of a sustainable approach to the use of phosphate, energy, water and other natural resources.

Furthermore, it establishes strategic international partnerships and aims to become a major center of knowledge and academic resources on priority areas in the African continent.

The University also uses innovative technology platforms - Living Labs - especially the «Pilot Mine», the Solar Farm of Benguerir, the experimental factories of Safi and Laâyoune.

Through a process focused on «Open Innovation», the University will be able to assist industrial partners in collaboration with other national and foreign universities.

**EMINES, ESAFE and CAM, the first bridges to excellence**

The first phase of the University's development included the School of Industrial Management (EMINES), the School of Science of Agriculture, Fertilization and Environment (ESAFE) and the Center for Advanced Materials (CAM).

Through a partnership with the Ecole des Mines de Paris (Paris School of Mines), EMINES aims to enrich the Moroccan industrial fabric with skills in industrial management, through theoretical education, supplemented by field training and the implementation of individual and collective projects.

The ESAFE, on the other hand, aims to develop research projects and form high-level profiles in Agriculture in order to increase the productivity of soil and crops, while protecting natural resources and environment, thus contributing, through sustainable approach, to food security.

CAM, the first research center of the University, aims at interdisciplinarity through basic and applied high level research in materials and nanomaterials chemistry that meet the national and global issues involving major industrial sectors.



Mohammed VI Polytechnic University



## BENGUERIR HIGH SCHOOL OF EXCELLENCE: SPRINGBOARD TO SUCCESS FOR THE MOROCCAN AND FOREIGN YOUTH

The High School of Excellence is an ambitious initiative that meets the challenge of promoting education in the Kingdom. It offers world-class training through quality education and high-standard technical means.

The High School of Excellence (LYDEX) provides a cycle of preparatory classes for postgraduate schools preparatory classes (CPGE), with the following technological scientific fields of study:

- MPIS (Mathematics, Physics and Industrial Sciences);
- PCIS (Physics, Chemistry and Industrial Sciences);
- TIS (Technology and Industrial Sciences).

Located in the green city of Benguerir, the LYDEX has an architectural design that is environmentally harmonious. It offers optimal conditions of comfort for the well-being and focus of students: green spaces, good facilities, modern teaching tools and materials,...

This non-profit private institution is open to all with conditions of admission based only on academic criteria. It also offers merit-based scholarships to allow equal opportunities, especially for young students originating from the most vulnerable areas.

To improve the level of education at the national level, the High School of Excellence works on:

- Proposing an innovative educational program and promoting academic achievement, based on continuous monitoring of students throughout their studies;
- Recruiting highly qualified permanent associate professors with experience in teaching secondary cycles and preparatory classes for postgraduate schools;
- Obtain an international certification for the school to be recognized as a high-level secondary school.
- Encouraging academic cooperation through partnerships with universities and schools worldwide.

**Merit-based scholarships  
granted in 2015 – LYDEX**

**83** students scholarship  
beneficiaries



## DETAILS OF ACTIVITIES CARRIED OUT IN 2015

Activity	Date	Description	Key information
Beginning of the first academic year of Benguerir High School of Excellence	2015/2016	Opening of the first preparatory classes	83 resident students 15 jobs created





# 6

A PUBLIC GOOD  
**TO STRENGTHEN POLICIES**

**OCP Policy Center**



**Overview 2015**



**Focus**



**Details of activities carried out in 2015**

# “ A PUBLIC GOOD TO STRENGTHEN POLICIES,,

## OCP POLICY CENTER

Like all developing and emerging countries in the southern hemisphere, Morocco is facing today the globalization phenomenon and major geopolitical, strategic, economic, environmental and security challenges at the national, regional and global levels.

In this increasingly complex and constantly changing environment, policy makers and all players involved in the process of growth and development need to draw upon a solid reflection and thinking on the development and implementation of public policies.

OCP Policy Center is actively engaged in analyzing public policies and promoting international cooperation for the development of countries in the southern hemisphere. Aware that achieving these goals also requires the development of human capital, the think tank participates in enhancing policy making skills and capabilities in the fields of economic analysis and international relations.

### **A South-South perspective**

By offering a «Southern perspective» from a middle-income African country, on major international debates and strategic challenges that developing and emerging countries are facing, OCP Policy Center aims to make a meaningful contribution to the four key thematic areas:

- Agriculture, Environment and Food Security;
- Long Term Development;
- Commodity Economics and Finance;
- Geopolitics and International Relations;

The think tank relies on independent research, a network of partners and leading research associates to produce policy-oriented solutions in the spirit of a public good and a platform for open exchange and debate.

## The Think Tank's ambitions

- Supporting and sustaining the emergence of wider Atlantic Dialogues and cooperation on strategic regional and global issues
- Improving fact-based economic analysis
- Enhancing the understanding of topics from related research areas
- Strengthening national and continental capacities
- Promoting a culture of exchange and open debate
- Building a strong Young Professionals Network of emerging leaders dedicated to Africa's transformation

### OCP Policy Center target audience

- Policy makers
- Managers of public administrations and private sector
- Actors of civil society
- International professors and experts
- Young leaders and students



# OVERVIEW

## 2015

In 2015, OCP Policy Center has initiated, conducted and supported a series of activities by mobilizing several national and international partners, experts and policy makers from various backgrounds. These actions come in three main types of activities including the analytical output, organization of events and training.

### Analytical production

The production capacity of OCP Policy Center has strongly increased in 2015 capitalizing on the expansion of its network of internal experts and international non resident fellows, as well as on the successful collaboration with its partners. The year 2015 ended with quality productions and in-depth analyzes that are disseminated through publication formats: 23 policy briefs, 18 policy and research papers and 4 books.

### Key events

In 2015, more than forty events (seminars, roundtables, book presentations, conferences organized around calls for contribution...) were organized by OCP Policy Center in partnership with international institutions and renowned experts.

#### *Among these events are :*

The 16<sup>th</sup> Annual Conference was jointly organized by the Global Development Network (GDN), the OCP Policy Center and the Economic Research Forum (ERF) on the theme «Agriculture for Sustainable Growth: challenges and opportunities for a new green revolution.» It brought together experienced young people, researchers, experts and practitioners around the best work and research from around the world for a better understanding of the future prospects for agriculture and food security.

### *Atlantic Dialogues 2015*

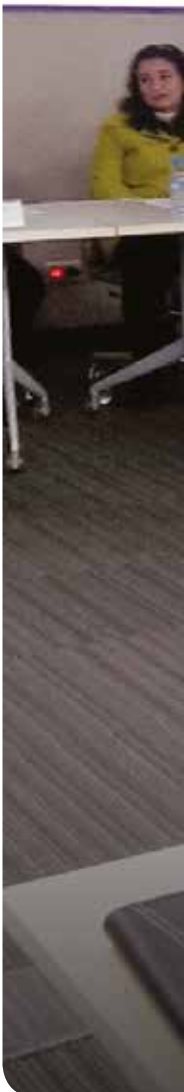
This flagship event organized each year by OCP Policy Center in collaboration with the German Marshall Fund of the United States was at its fourth edition in 2015 under the theme «Prosperity and Security Across Latitudes». This high level gathering brought together for three days, more than 300 high-level decision makers from Africa, America and Europe for open discussions around the challenges and the most pressing issues affecting the Atlantic basin.

### *World Policy Conference*

OCP Policy Center was also committed as a partner in the 2015 edition of the World Policy Conference, which was one of the most challenging global forums dealing with major regional and international challenges. By bringing together political and business leaders, representatives of civil society, academics and journalists from the five continents, the World Policy Conference was a reference platform for discussion and forward thinking.

### Training

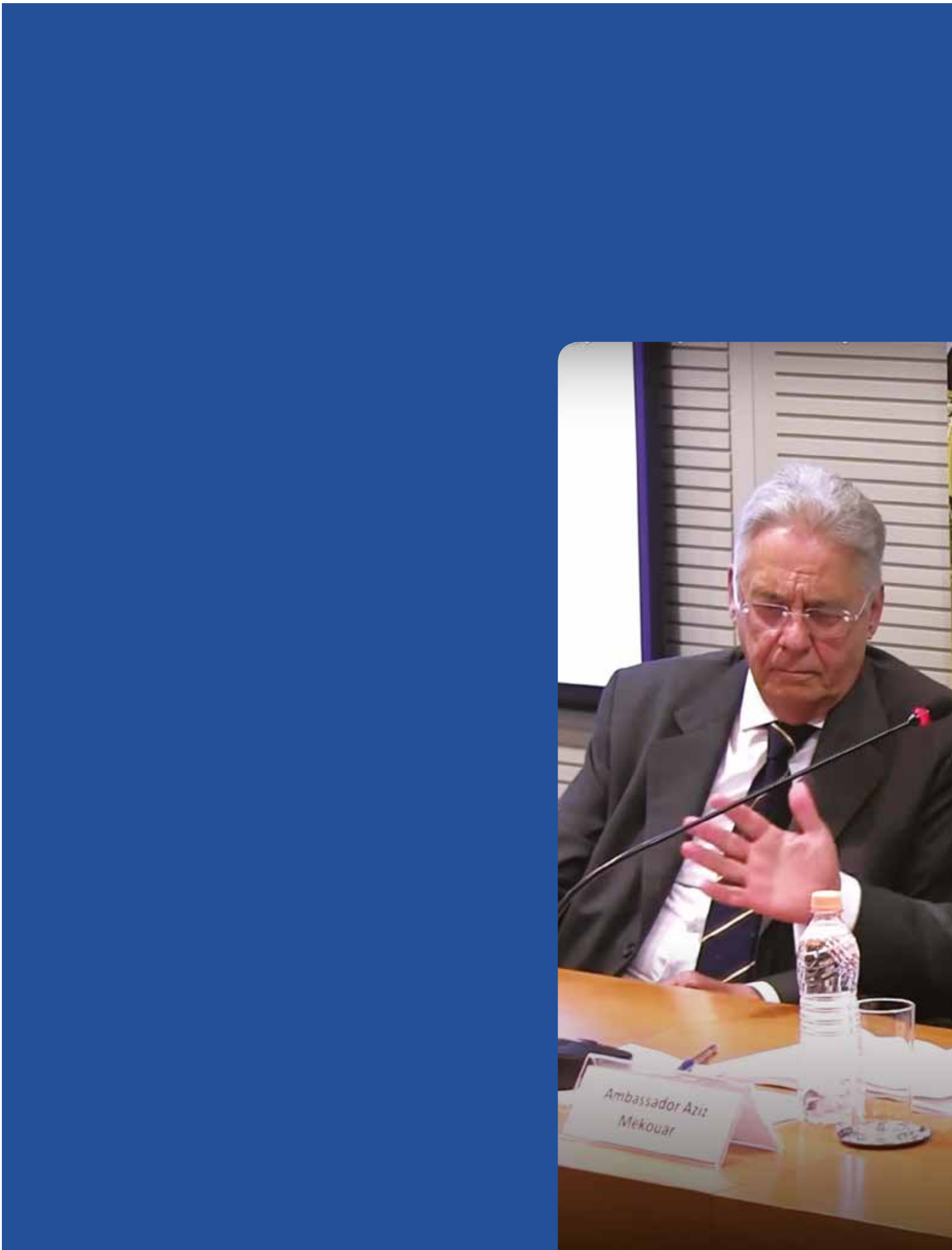
In addition to its activities of research, analytical production, prospective analysis and organization of events for constructive dialogue and sharing, OCP Policy Center launched in 2015 several specialized training programs for professionals especially in Economics Analysis and country risk analysis. These programs were developed by national and international leading experts to strengthen the abilities of understanding and analysis of regional, national and international issues for a better decision making at the strategic level.





Advanced training in Economic Analysis and Management





a former Minister of Foreign Affairs of Senegal, Ambassador Celso Lafer, the former Brazilian Minister of external Relations and Aziz Mekouar, Senior Fellow at OCP Policy Center and former ambassador of Morocco in Washington.



2015 Atlantic Strategy Group Conference

## DETAILS OF ACTIVITIES CARRIED OUT IN 2015

Section	Activity	Date/Place	Description
Round tables and symposiums	<b>Workshop on Commodity Market Instability and Development Policies</b>	26 june 2015 Paris	<ul style="list-style-type: none"> <li>Objective : to discuss issues related to the impact of commodity market instability on development and the role of emerging countries politics in dealing with these uncertainties</li> </ul>
	<b>Seminar: Pivot to Europe? Shared Challenges and Avenues of Cooperation between Europe, Latin America and the Caribbean</b>	07 july 2015 Brussels	<ul style="list-style-type: none"> <li>A roundtable hosted in partnership with the German Marshall Fund of the U.S. about "Pivot to Europe? Shared Challenges and Avenues of Cooperation between Europe, Latin America and the Caribbean."</li> <li>This roundtable discussion, held under Chatham House rule, brought together representatives from the EU and LAC countries to discuss these issues after the EU-CELAC Summit 2015</li> <li>Objectives: to foster dialogue and cooperation between the EU, Latin America and the Caribbean as well as to discuss deepening multilateral collaboration to address global issues.</li> </ul>
	<b>Innovations and development prospects in Africa</b>	29 september 2015 Casablanca	<ul style="list-style-type: none"> <li>A seminar on «innovation and development prospects in Africa» organized in partnership with The LINKS Center</li> <li>Theme: the role of innovation in the launch and maintaining of the development process in the continent</li> </ul>
	<b>Seminar on «Energy Demand And Climate Change: A Mediterranean Nexus»</b>	15 october 2015 Milan	<ul style="list-style-type: none"> <li>A seminar organized in partnership with the Istituto Affari Internazionali (IAI), Edison, OME and the Parliamentary Assembly of the Mediterranean on the topic of energy in the Mediterranean</li> </ul>
	<b>Round table: Morocco's role in a new Atlantic order?</b>	23 october 2015 Rabat	<ul style="list-style-type: none"> <li>A roundtable on «Morocco's role in a new Atlantic order» in partnership with the Cesem, HEM Research Center.</li> <li>This seminar fell within the scope of the 'Atlantic Future' project initiated by the European Union and in which the Cesem and OCP Policy Center are taking part</li> <li>Different themes have been considered in order to better understand the place within the global geo-economic and geopolitical changes.»</li> </ul>
	<b>Workshop on «What policy design for innovation &amp; entrepreneurship ecosystems in Morocco?»</b>	04 november 2015 Casablanca	<ul style="list-style-type: none"> <li>A workshop with Greg Horowitz, co-founder and Managing Director of T2 Venture Capital who shared his insights on how to foster a thriving ecosystem based on his bestselling book, 'the Rainforest: the Secret to Building the Next Silicon Valley'</li> </ul>
	<b>Atlantic Currents Roundtable Presentation</b>	25 november 2015 Ifrane	<ul style="list-style-type: none"> <li>«A round table held at Al Akhawayn University to present the Atlantic Currents report and analysis</li> <li>Discussion on various and wider topics about the Atlantic such as the private sector and sustainable development in Africa, culture and the fight against extremism and the economy in the Atlantic Basin»</li> </ul>
	<b>International Workshop for the Book Project on "The Future of Gas Markets"</b>	14 december 2015 Rome	<ul style="list-style-type: none"> <li>An international workshop in which prominent international experts discussed different topics related to the future of gas markets. The event featured the presentation of research papers to be co-published in a book about the future of gas markets.</li> <li>The experts also explored gas trends in the different parts of the world while discussing specific aspects of gas markets such as LNG.</li> </ul>

Section	Activity	Date/Place	Description
International conferences	<b>Atlantic Dialogues</b>	30 october – 1 november 2015 Marrakech	<ul style="list-style-type: none"> <li>• A joint initiative of The German Marshall Fund of the United States and the OCP Policy Center of Morocco, The Atlantic Dialogues brought together over 300 high-level personalities including former head of states, senior officials, policymakers, business leaders, and opinion-shapers to discuss global economic, political, social and environmental challenges</li> <li>• Under the theme “Atlantic Dialogues 2015: Prosperity and Security Across Latitudes”, panels confronted opportunities of southern countries versus those of northern ones looking to enhance economic growth while addressing security-related threats.</li> <li>• This platform shows great interest to international youth’s involvement by giving the opportunity to 50 « Emerging Leaders » from around the world to take part in the conference, sessions and side events.</li> </ul>
	<b>Presentation of the International Jobs Report 2015</b>	14 january 2015	<p>Presentation of the first International Jobs Report, a major result of a joint collaboration of OCP Policy Center with the International Monetary Fund (IMF) and the Economist Intelligence Unit (EIU)</p> <ul style="list-style-type: none"> <li>• The international Jobs Report offers an analysis of labor market conditions since the end of the 2008-09 global recession. It also provides forecasts of GDP and employment by major international agencies.</li> <li>• This report also introduces, on an experimental basis, a new barometer of employment, the Global Jobs Index (GJI), which provides quarterly estimates of global employment.</li> </ul>
Publications	<b>“Morocco: Growth Strategy for 2025 in an Evolving International Environment.”</b>	24 january 2015	<ul style="list-style-type: none"> <li>• The book is about the moroccan economy currently facing the risk of becoming caught between rapidly-growing low-income countries with abundant and cheap labor, and middle-income countries that are able to innovate quickly.</li> </ul>
	<b>Atlantic Currents: An Annual Report on Wider Atlantic Perspectives and Patterns</b>	28 october 2015	<ul style="list-style-type: none"> <li>• Published in late 2015 by OCP Policy Center and the German Marshall Fund, Atlantic Currents is an annual report charting wider Atlantic patterns and perspectives. It gathers contributions from different authors to analyze interactions between countries of the Atlantic basin. These authors highlighted the differences but also areas of convergence between different countries. The main objective being the extension of the transatlantic debate to embrace the Atlantic Basin, north and south, and in stimulating new thinking about “Atlanticism”. The report also aims at rethinking mental maps of the Atlantic in economic, political, and security terms.</li> </ul>
	<b>Fiscal policy and economic activity in Morocco: a quantitative analysis</b>	23 november 2015	<ul style="list-style-type: none"> <li>• The book brings together the best research articles that were selected following a call for papers, launched earlier in 2015 and presented at a symposium held on May 19, 2015 in Rabat. For a developing country like Morocco, the importance of fiscal policy lies in the potential it offers for the stabilization of the economic cycle and revival of activity in a recession.</li> </ul>
	<b>23 policy briefs</b>	2015	<ul style="list-style-type: none"> <li>• Policy briefs focused on several themes such as issues related to commodity, the state of the global economy, the international dynamics on the Atlantic coast or energy issues.</li> </ul>
	<b>7 policy papers</b>	2015	<ul style="list-style-type: none"> <li>• The Policy Papers focused among other topics on the role of diasporas in Morocco’s economic development, fiscal rules, public finances, as well as oil and energy related issues.</li> </ul>

Section	Activity	Date/Place	Description
Seminars, round tables and symposiums	<b>Roundtable on energy resources and the challenges of managing their income</b>	13 January 2015 OCP Policy Center, Rabat	<ul style="list-style-type: none"> <li>• Round table organized in collaboration with IFRI, on the theme of «energy resources and the challenges of managing their revenues»</li> <li>• Three sessions of research works presentation, followed by a discussion with participants</li> </ul>
	<b>Roundtable on think tanks and public policies</b>	22 January 2015 OCP Policy Center, Rabat	<ul style="list-style-type: none"> <li>• Round Table in partnership with the Lauder Institute of the University of Pennsylvania organized following the publication of the Think Tanks overall ranking results in 2014 as part of the Think Tanks and Civil Society Program (TTCSP)</li> <li>• Academics, researchers and policymakers came together to discuss the role played or should be played by Moroccan think tanks in the formulation of national policies</li> </ul>
	<b>Round Table under the theme "China and India: Strategies in Asia"</b>	12 February 2015 Rabat	<ul style="list-style-type: none"> <li>• Round Table held in collaboration with the French Institute of International Relations (IFRI)</li> <li>• Participants: researchers, policy makers in Moroccan foreign policy and students</li> <li>• 2 presentation sessions including one based on research work.</li> </ul>
	<b>Roundtable: (Reinventing Cities: Successful Cases)</b>	29 April 2015 Rabat	<ul style="list-style-type: none"> <li>• Seminar organized in collaboration with the German Marshall Fund on Reinventing Cities: «Successful Cases»</li> <li>• 3 main sessions: Transforming post-industrial cities into services oriented economies: concrete examples, inventing new cities: case studies from Morocco and urban management: the Rabat exemple.</li> </ul>
	<b>Symposium on youth unemployment in Morocco: characteristics, policies and lessons learned</b>	30 April 2015 Rabat	<ul style="list-style-type: none"> <li>• Organization of a symposium on the problem of youth unemployment in Morocco</li> <li>• Objective: shedding light on the situation of young people in the labor market and exchanging specific knowledge to the employability of these young people</li> <li>• 3 main areas: youth integration and labor market operation mechanism; behavior of young people on the labor market; Women and the labor market in Morocco</li> </ul>
	<b>Symposium on budgetary policy and economic activity in Morocco: A quantitative analysis</b>	19 May 2015 Rabat	<ul style="list-style-type: none"> <li>• Co-organization of a seminar with the Faculty of Legal, Economic and Social Sciences of Mohammed V University in Rabat on the basis of the results of the works selected through the Call for papers «Fiscal policy and economic activity in Morocco: A quantitative analysis»</li> <li>• Objectives: presenting a comprehensive analytical reading of the orientation and the effects of fiscal policy in Morocco, based on a range of approaches and appropriate quantitative tools</li> </ul>
	<b>Roundtable: Emerging countries against the challenges of the return of geopolitics: economic and geopolitical perspectives</b>	22 May 2015 Paris	<ul style="list-style-type: none"> <li>• Launch in 2014 of IFRI-OCP Policy Center Roundtables in partnership with the French Institute of International Relations (IFRI)</li> <li>• bi-annual roundtables bringing together researchers and public and private sector experts interested in both the big emerging countries and other small emerging countries.</li> <li>• Objective: analyzing the nature of the link between the challenges of the emergence and return of geopolitics</li> </ul>
	<b>World Water Congress XV: Global Water, a Resource for Development: Opportunities, Challenges and Constraints</b>	25 May 2015 Edinburgh	<ul style="list-style-type: none"> <li>• Special Session (SS11) held on the first day of the 15<sup>th</sup> World Water Congress organized by the International Water Resources Association (IWRA), under the general theme of World Water, a resource for development: opportunities, challenges and constraints.</li> <li>• In collaboration with the CIDOB, Texas A&amp;M University, and King's College London</li> </ul>



# COMMITTED AND MOBILIZED PARTNERS

The action of OCP Foundation is part of a process of mutual aid and solidarity, with the support of partners who are committed and mobilized for the success of the programs initiated. Being the true pillars of our action, the partners support us in our thinking and strategy by optimizing our means of action. We are proud to work with them everyday.

Below is a list of 124 organizations among our 350 partners:

## Associations and Foundations

- Al Assala Association
- Al Hassanate Association
- Al Hidn Association
- Al Ikram Association
- Al Jisr Association
- Al Karama Association
- Anais Association
- Atlas Azawan Association
- Surgical Caravan Association (Acchir)
- Cheikh Zaid Ibn Soltan Foundation
- Chouala Association
- Association culturelle le Théâtre Nomade
- Association La Cinémathèque de Tanger
- Essaouira Mogador Association
- Ennahda Association
- Jiwari Association
- Association Children of the Oval Morocco (EDOM)
- Association Les Parrains du Sourire
- Manbak El Mouak Association For the development
- Moroccan Association for Assistance to Children in precarious situation (AMESIP)
- Moroccan Association of Support for school enrollment (AMAS)
- Association Marocaine Médicale de Solidarité (Moroccan Medical Association for Solidarity)
- Moroccan Association for Support and Help for people with Down syndrome (AMSAT)
- Mzinda Association
- National Association for Sheep and Goats (ANOC)
- Ouled Brahim Association
- Oued Zem Association
- Slow Food Association
- SOS Autism Association
- SOS Village Association
- Smile of the Baby Association
- Startup Morocco Association
- Startup Your Life Association
- Ribat El Fath Association for the Sustainable Development
- Tafilelt Association
- Yerma Gnaoua Association
- Flora Cooperative
- Foundation for Teaching Economic, Political and Social Sciences
- Hiba Foundation
- National Foundation of Museums
- Mowgli Foundation
- MASCIR foundation
- Moroccan Foundation for student
- Mujeres Por Africa Foundation (FMA)
- Fondation Orient Occident (East-West Foundation)
- Sanady Foundation
- Tenor Foundation
- MS Swaminathan Fondation (MSSRF : MS Sawaminathan Research Foundation)
- Alliance française de Safi (French Alliance of Safi)
- Alliance des Hors Cadres OCP (Alliance of senior executive staff of OCP)
- Amicale Marocaine des Handicapés (Moroccan Association for the Handicapped)
- Amicale Marocaine des IMC
- Moroccan. Network of Volunteering Work (CMV)
- Committee of support for Rural Girls' Education (CSSF)
- EDOM
- Enactus Morocco
- Entraide Nationale (National Mutual Aid)
- Federation of Associations of My Abdellah
- Injaz Al Maghrib
- MIT Global Startup Workshop
- MassChallenge
- Réseau Entreprendre Maroc
- Réseau de lecture au Maroc (REMADELE)

## International organizations

- British Council
- Center for International Food and Agriculture Policy – University of Minnesota
- European Foundation Center
- International Monetary Fund
- German Marshall Fund
- GIZ
- ICARDA (International Center for Agricultural Research in the Dry Areas)
- ICRISAT (International Crops Research for Semi Arid Tropics)
- Institut Français du Maroc
- Mass Challenge
- UNIDO
- Mano River Union

## International schools and universities

- Ecoles des Mines de Paris (Paris Schools of Mines)
- IUT France
- King's College London
- MIT (Massachusetts Institute of Technology)
- New York University
- Purdue University
- Texas A & M University
- University of Wageningen
- University of Raichu à Karnataka
- University of Kota au Rajasthan
- University of Bidhan Chandra Krishi Vishwavidyalaya (BCKV) in West Bengal
- University of Uttar Banga Krishi Vishwavidyalaya (UBKV) in West Bengal
- University of Rajmata Vijayaraje Scindia Krishi Vishwavidyalaya (RVSKVV) in Madhya Pradesh

## Moroccan organizations

- Center for Applied Research and Studies in Human Development (CREADH)
- INDH El Jadida

## NGOs

- Corps AFRICA
- ISAP (Indian Society of Agribusiness professionals)
- The Future Is Our Country (FIOC)

## Licensed fertilizer distributors

- AGRI TRADE MAROC
- ASBITA
- CHARAF
- FANDY COPRAGRI
- FERTIKA
- FERTIMA
- FERTITECH
- TOGUNA AGRO INDUSTRIES
- CPCMC
- PROCESS
- PROMAGRI
- SCPC SAPEL
- SONACOS
- TIMAC AGRO MAROC
- TOUTAGRI
- ZINE CEREALES

## Moroccan schools and institutions

- National Center for Scientific and Technological Research (CNRST)
- National School of Agriculture of Meknes (ENAM) Hassan II Agronomic and Veterinary Institute (IAV Hassan II)
- National Institute of Agronomic Research (INRA)
- Mohammed VI Polytechnic University (UM6P)
- The Economic and Social Sciences Research Unit at the Hassan II Institute of Agronomy and Veterinary Medicine of Rabat
- Cadi Ayyad University of Marrakech

## Administrations and public authorities

- Moroccan Agency for International Cooperation (AMCI)
- Permanent Assembly of the Chambers of Agriculture of Mali (APCAM)
- Ministry of Agriculture of Guinea
- Ministry of Agriculture and Maritime Fisheries of Morocco
- Ministry of Culture
- Ministry of National Education
- ONCA: National Office of the Agricultural Council
- Azilal Province
- Province of Benimellal
- Province of Fquih Bensaleh



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