

# UNLEASHING POTENTIALS THROUGH KNOWLEDGE

ANNUAL REPORT **2018** 







HIS MAJESTY KING MOHAMMED VI MAY GOD GLORIFY HIM



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# **EDITOR'S NOTE**

Since its creation in **2007**, the **OCP Foundation** has carried missions of supporting high-impact projects in various areas. Through the support of its institutional partners and its deep knowledge of associations and academia, the Foundation has, over the years, launched long-term projects with promising initiatives, and facilitated their acceleration, **thereby supporting the social engagement** of the **OCP Group**.

The Foundation is on the cutting edge of the development issues faced by local populations and emerging economies, and thus spent 2018 supporting structural projects in multiple sectors and being closely involved with their issues and challenges. Among these issues, the Foundation supported the improvement of schooling conditions for hundreds of students through integrated programs with sponsored schools; helped thousands of young people pursue their studies by awarding merit and excellence grants; implemented partnerships for the exchange of agricultural best practices expertise in several countries in Africa and Asia; supported research that promotes Morocco as a national driver and international reference point for phosphate research; mentored and supported initiation and awareness entrepreneurship programs for self-employed business owners, small businesses and cooperatives and increased awareness of cultural heritage preservation efforts by opening the Safi pottery museum, among others.

The common denominator among these approaches is spreading and transferring knowledge and skills that enable populations to achieve self-sufficiency and unleash their potential. In **2018**, the Foundation also focused on what seems to be the Major challenge of our time: education, development and the spread of knowledge. Our conviction that human development is only possible through social and economic development, and the work that the Foundation has undertaken to promote self-sufficiency through the years, have guided the Foundation's efforts and asserted our original mission: being committed to creating a better world for future generations.



ACCESSIBILITY:
A PRIORITY FOR
THE OCP FOUNDATION



# 1 -SPONSORED SCHOOLS

The OCP Foundation understands the role of education in the development of human capital. Thus, to further the goal of universal access to quality education, The Foundation has undertaken several projects to improve schooling conditions in the targeted public establishments.

Using an integrated approach, the Foundation developed a model for providing quality education based on the student ecosystem,

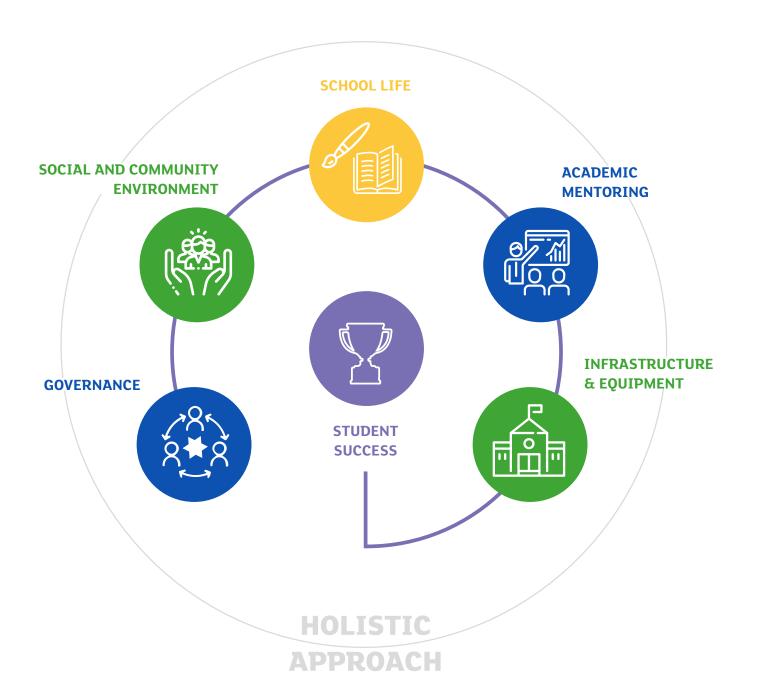
which encourages preschool and integrates culture to learning.

This model can be adapted onto the existing one, so as not to confuse the students yet allow them to evolve in their environments while following a high-impact educational program.



# An inclusive model for supporting public education El Jadida

# **AREAS OF INTERVENTION**



# *In 2018*



**SPONSORING** 

31
schools



**MENTORING** 

200 get than 200

people received academic training and **100** benefited from community mentoring program



**SCHOOL LIFE** 

**50** 

school clubs created within schools (Life skills, environment, reading and art, etc...)



Zahra, teacher at the Inbiaat school, Youssoufia

WHENEVER WE HAVE FREE TIME, WE WATCH A FILM TOGETHER. THE FILM CLUB HAS CHANGED THE WAY I FEEL ABOUT SCHOOL AND I FEEL HAPPIER GOING THERE. BEFORE, CINEMA WAS JUST ENTERTAINMENT FOR ME. NOW I THINK IT'S AN ACTUAL LEARNING TOOL.

Yahya, student at the Inbiaat school, Youssoufia

...THE PURPOSE OF THE TRAINING AT FIRST WAS TO IMPROVE THE BEHAVIOUR OF SCHOOL CHILDREN AS WELL AS THEIR LEARNING BUT IT HAS ALSO HELPED US TEACHERS IN BOTH OUR PERSONAL AND PROFESSIONAL LIVES.

Keltoum, teacher at the Iben Habous school, Oued ZEM

**\*** 





# 2- SPECIALIZED AND INCLUSIVE EDUCATION

With a strong conviction that quality education and training must be accessible to all, the Foundation has developed training and support programs to help make specialized and inclusive education a reality. In fact. By supporting the work of its partners and

contributing to their increased competence, the Foundation promotes the inclusion of children with special needs or with disabilities, thereby breaking the cycle of discrimination they have undergone.

### For an improved, sustainable and qualitative service for people with disabilities (PWD)

Support in providing education and therapy to people with disabilities is essential to promote their integration into society, their education and their ability to take up professions. To that end, the Foundation supports Sociomedical centers serving people with disabilities through technical mentoring, training and empowering professiona competencies, all of which are provided by a specialized Foundation's partner. People with disabilities benefit from therapies adapted to their specific needs and from tailored educational support and training in certified workshops that provide qualifications enabling our beneficiaries to integrate the job market



In 2018



2200 per than 2200

people experiencing a form of disability have received assistance



5 Socio-medical centers

supported and updated to cater for care needs of people with disabilities



FOR A LONG TIME I THOUGHT THAT MY WHEELCHAIR WOULD PREVENT ME FROM ACHIEVING MY GOALS. NOW I KNOW THAT IS NOT TRUE. I HAVE GOTTEN MY DEGREE, A CAREER AND I HAVE A GREAT MANY PLANS FOR THE FUTURE.

Fouad, beneficiary

WE SEE ON A DAILY BASIS A FORM OF « REVIVAL » OF YOUNG PEOPLE WHO BELIEVED THEY WOULD NEVER OVERCOME THEIR DISABILITIES. EVEN WE, THE SOCIO-MEDICAL STAFF MEMBERS, HAVE LEARNED A GREAT DEAL ALONGSIDE THESE YOUNG PEOPLE, WHO NOW FEEL UNSTOPPABLE.

Salwa, medico-social worker



# 3 - MEDICAL CARAVANS

As a part of its socioeconomic development activities, the OCP Foundation organises each year medical caravans to assist rural and vulnerable populations, both at OCP sites and in the rest of the Kingdom.

# Reaching rural populations

Medical caravans, which are supported by the OCP Foundation in partnership with several associations and public institutions, assist in alleviating seclusion and marginilisation by providing healthcare services to the most isolated areas and populations. Medical caravans provide a range of preventive and therapeutic services, from everyday medical care to surgical procedures and the fitting of hearing aids.

In 2018



Organisation 1



8961
people benefiting from the medical caravans



I HAD ALWAYS BEEN AFRAID I WOULD END UP GOING BLIND IF I STARTED DEVELOPING A CATARACT. I VISITED THE MEDICAL CARAVAN AND WAS GIVEN THE PROPER CARE.

Fatiha, beneficiary





EXCELLENCE AND
EXPERTISE SHARING
TO PROMOTE GENERAL
WELFARE



# 1 - LYDEX : THE HIGH SCHOOL THAT PROMOTES EXCELLENCE

The Benguerir High School of Excellence (Lydex), which opened for the 2015 school year, is a private educational establishment supported by the OCP Foundation through a public-private partnership with the National Ministry of Education.

Lydex is committed to ensuring the best conditions for its students, to study and to thrive. It promoted excellence through an educational platform that provides scientific and technical education based on a culture of innovation, entrepreneurship and global openness.

# **Objectives**

- ⇒ Train a Moroccan acedemic elite through social diversity
- ⇒ Promote the access of young people of merit to renowned universities and institutes of higher education
- ⇒ Implement a platform of education for excellence which is accessible to young people of merit

# Vision



Implement a new **ACADEMIC MODEL** 



# **2** EDUCATION **CYCLES**

- Secondary Qualifications with focus on Scientific and Technical Studies.
- Preparatory courses for admission to world-class « Grandes Ecoles » with focus on Math-Physics, Physics-Chemistry, Technology and Industrial Sciences



Hosting capacity of

**STUDENTS** 

# In 2018



For the 2018-19 school year, Lydex has hosted



5 students from the second graduating class of Lydex were admitted to the prestigious Ecole Polytechnique in France



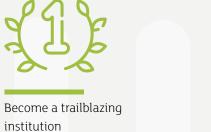
The Lydex Maths-Physics Preparatory

Course is ranked **7th** for students seeking admission to the Ecole Polytechnique

source : letudiant.fr



is at the top of national and international CPGE Centers (Preparatory Classes for Grandes Ecoles) in terms of its acceptance rate to French and Moroccan Grandes Ecoles





# 2 - A QUALITATIVE HIGHER EDUCATION THROUGH MERIT AND EXCELLENCE **GRANTS**

Aware of the importance of grants in supporting students of merit and enabling them to attend excellent institutions of higher education, the OCP Foundation has put in place a number of student grant programmes.

By providing merit and excellence grants, the Foundation has enabled young students to attend the Bengerir High School of Excellence and the Mohammed VI Polytechnic University, as well as several other prestigious national and international institutions.

# **Objectives**

- ⇒ Facilitate the access of students of merit to excellent institutions of higher education in Morocco and abroad.
- ⇒ Support different university study programs that enable young people of merit who come from disadvantaged background to access careers in thriving sectors such as healthcare.

In 2018



grantees supported for the 2018-19 school year



registered to study in French Grandes Ecoles



600 registered to study in the Benguerir registered students to study at High School of Excellence



the UM6P (EMINES industrial management school, Masters, Bachelors)



# 3 - FEEDBACK AND TRANSFER OF EXPERTISE IN THE AGRICULTURAL SECTOR

This year, the OCP Foundation has continued to implement partnerships for the expertise exchange in agricultural best practices, not only in Morocco but also in several neighbouring countries in Africa and countries in Asia. The Foundation has developed a service offer method which can be duplicated in different countries and which is based upon rigorous scientific methods. Its objective is to map and evaluate the level of fertility of various soils,

to identify needed fertilising elements and to adapt them to the type of crop to be cultivated. At the same time, several training modules are provided to train agricultural workers and partners in agricultural best practices and reasoned fertilization. The purpose is to improve crop yields and to create networks for experience sharing with neighbouring countries.

a- Soil fertility maps





### **METHOD**

The Foundation has provided its partners with expertise and new technologies in soil mapping, including a mobile laboratory

with a fast sampling kit as well as laboratory equipment and chemical reactants for soil analysis.



### **IN 2018**

### **IN GUINEA**





100 000

agricultural executives trained hectares mapped



Farmer field schools



### **IN TOGO**



agricultural executives trained hectares mapped



124 500



# reached farmers

### **IN BURKINA FASO**



agricultural executives trained



120 000

hectares mapped



samples taken



3600 reached farmers



# **Scientific exchanges**

between  $\ensuremath{\mathsf{BUNASOLS}}$  and  $\ensuremath{\mathsf{INRA}}$  Morocco in order to capitalise on the mutual experience of the 2 parties

### IN ETHIOPIA



agricultural executives trained



kit for soil sampling



laboratories equipped for soil analysis (mobile and fixed)



### **IN RWANDA**



agricultural executives trained



kit for soil sampling



laboratories equipped for soil analysis (mobile and fixed)

IN CAMEROON



Signature of the partnership convention between **MINADER** (Ministry for Agriculture and Rural Development of the Republic of Cameroon) and OCP Foundation



Training in Morocco of **MINADER** Executives on the topic of quality control for fertilisers

# b- Integrated agricultural development projects

As part of its programs for mentoring local populations, the Foundation works alongside its partners to deploy socio-economic projects for the improvement of the agricultural value chain:

- $\Rightarrow$  Research & Development and technology transfer: develop and improve crop management techniques
- ⇒ Self-sufficiency of small farmers: reinforce their capacities and their → Valorisation and commercialisation: create market relationships by access to agricultural machinery
- ⇒ Agricultural advice and digitalisation: creation of call centers and a mobile application
- ⇒ Structuring and organisation: creation of cooperatives, Economic Interest Groups and Agricultural Centers
- providing cooperatives with equipment needed to valorise production; award of export license

### IN ETHIOPIA



25 248

beneficiaries of training and IVS (Input Virtual System) activities



8500

seeders for the cultivation of TEF distributed to farmers



Improved utilization of agricultural inputs



increase in crop yield of TEF



export license obtained covering 40 farmers

### IN INDIA



farmers benefited directly



**5** prizes won in competitions organised in India for the promotion of digital agriculture, thanks to the development of an application for agricultural extension



Duplication of the model for agricultural machining centres by the Government of

Karnataka in India



### **IN BANGLADESH**



# **Scientific** exchange

through visits from the Bangladeshi Minister for Agriculture to various OCP sites



2058

farmers and

368

small distributors of fertilisers



# **Completing**

a study on the Bangladeshi fertiliser sector



### Bringing

# precision agriculture

Promoting precision agriculture: development

**Agriculture Sensor**", in partnership with the

of a prototype mobile sensor, the "Smart

to the forefront as a new driver of development for national agriculture



Promoting specific agricultural management

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which respects the environment



MAScIR Foundation.



1482

comparison samples taken



Installation of

trials of new formulae



Creation of

demonstration parcels

# c- Promoting precision agriculture

Precision agriculture is based upon precise management of agricultural parcels in order to optimise their investments and yields. The OCP Foundation, in promoting precision agriculture, intends to share solutions and agricultural best practices in Africa as well as in

The project undertaken by the Foundation consists of placing and developing sensors to analyse soils in real time.

This tool assists in decision-making and is made for farmers and

technical workers interested in reasoned management of soil fertility. The technology is likewise part of the movement towards Site Specific Management in the agricultural context, which respects the environment and advocates for optimising the use of inputs.







# 1 - THE MOHAMMED VI POLYTECHNIC **UNIVERSITY - UM6P**

The OCP Foundation supports research and fosters national research in the area of Phosphates mainly through Mohamed VI Polytechnic University (UM6P), which is developping world class educational and research programs that respond perfectly to the current national economic context. The purpose of this is to contribute to the emergence of a true society of knowledge and understanding within Morocco.

The University ultimately aims to have 6000 students, as well as 1000 professors and researchers. As a university with an international calling, it has a strong orientation towards emerging countries and has also initiated the creation of a network among Moroccan universities. The goal is to create networks of researchers in phosphates as well as sciences more broadly, in order to spread knowledge, foment synergies and capabilities.

# **Objectives**

- ⇒ Put research and innovation at the service of the development of the → Promote research, innovation and entrepreneurship African continent
- ⇒ Develop skills and knowledge
- ⇒ Create a new generation of qualified leaders

- ⇒ Share the values of social responsibility and sustainable development
- ⇒ Develop lasting partnerships

# In 2018



In total, more than 650 students are pursuing their studies at UM6P as of the start of the 2018 school year, including

120 doctoral students,

more than 30 Sub-Saharan students and nearly 10 OCP



Continuing education at OCP and its affiliates:

11500<sub>people</sub>

& 360 participants



Collaboration with several prestigious foreign institutions: Massachusetts Institute of Technology (MIT), the Ecole Polytechnique, the Ecole Normale Supérieure Paris-Saclay, the Ecole Polytechnique Fédérale of Lausanne, Polytechnique Montréal, Stanford University, Arizona State University, McGill University, Cranfield University, Rothamsted



Organisation of several events, such as the Forum on Artificial **Intelligence** in Africa in partnership with UNESCO, and Phosphate

# 2 - MASCIR FOUNDATION

The MAScIR Foundation (Moroccan Foundation for Advanced Science, Innovation and Research) is a non-profit association created in 2007 to promote the development of technological research hubs in the areas of materials and nanomaterials, biotechnology and microelectronics in order to respond to market needs.

MAScIR relies upon high-level technical skills and upon cutting-edge equipment to lead applied research projects that seek to respond to industrial problems by offering innovative solutions with technology transfer to its clients in the following sectors: agriculture/agrifood, renewable energies, transportation and mining.

# In 2018



The oil analyser developed by MAScIR teams was awarded a prize at the 12th National Contest in Innovation, Research & Development, and Technology



Round table with the LIEU network (Liaison Enterprise-Universities of Belgium) on the creation of a Francophone space concerning the valorisation of research



Visit from Mr Aziz Rebbah, Minister for Energy, Mines and **Sustainable Development** 



Participation in the 6th International Renewable and **Sustainable Energy Conference (IRSEC)** 

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# 3 - R&D FUND

The R&D Fund supported by the OCP Foundation aims to revive national  $\,$ research in the area of phosphates. It also seeks to make Morocco an international driver of research and a worldwide trailblazer in the field. The Fund further envisions creating networks of phosphates researchers in order to share knowledge, synergy and resources.

The Fund is presently halfway in achieving its time and budget goals. On a daily basis, it continues to develop synergies with various institutions, including the Mohammed VI Polytechnic University (UM6P), which plays an important role in the scientific and technical approval of its projects. Moreover, the researchers have the opportunity to participate in several scientific conferences, with 45 oral presentations at international conferences and 3 at the national level.

## Governance committees



Draws up assessments on the status of project advancement and submits them to the Steering Committee



Provides guidelines and makes decisions on specific issues



Responsible for budget progress status, purchases and scientific and technical oversight

# Research projects on 10 themes



**ACIDS** 

**GEOLOGY** 









**MATERIALS** 



**SCIENCES** 





**PROCESSING** 



**EXTRACTION** 

**FERTILISER ENHANCEMENT** 

# **Objectives**

- ⇒ Conception and synthesis of new Biomaterials
- ⇒ Identification of purification and treatment products
- ⇒ Improvement of the physical quality of phosphate products
- ⇒ Analysis, modelling and development of new processes

# In 2018



Promotion of research in the area of phosphates with the

involvement of 15 national

and 37 international research organisations



Launch of 39 research projects on a dozen themes (materials, acids, processing



**404** people including

**274** national researchers, **74** international researchers and **72** doctoral graduates



240 Purchase of scientific equipment and supplies



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# 4 - POLICY CENTER FOR THE NEW SOUTH

# A think tank for the strengthening of public policy

Four years after its founding, the OCP Policy Centre marks its achievements by creating a new identity: the Policy Center for the New South. By changing its name, the center is above all seeking to better reflect the philosophy underlying its mission, as well as the importance of the African continent and the other countries of the South to its work. This name change thus represents the desire to strengthen the Center's autonomy and the ambition of contributing to positive change in the perception of African realities, hopes, challenges and successes. This is all part of a new vision of a proactive South moving ahead without complexes and with the capacity to

define itself independently. In addition, in 2018 the Center moved ahead in regional and international rankings of think tanks set forth by the University of Pennsylvania. The Think Tank remains #1 in Morocco and in the Maghreb, as well as 8th in the Middle Eastern and North African region.

At the world level, it ranks 16<sup>th</sup> for the quality of the Atlantic Dialogues Conference, the Atlantic Dialogues; 52<sup>nd</sup> on issues of resources and energy; and finally, 57th in the area of institutional collaboration between Think Tanks.

# Areas of intervention

- ⇒ Long term development
- ⇒ Geopolitics and international relations

- ⇒ The economy and finance of raw materials
- ⇒ Agriculture, the environment and food security

# A large community of experts

The community of Fellows of the Policy Centre for the New South (PCNS) has grown with the arrival of new fellows in the areas of geopolitics and international relations.

# In 2018

### **PUBLICATIONS:**



publications in 2018

**EVENTS IN FIGURES:** 



**100** events + 3500 participants + **70** political figures

### HIGH LEVEL CONFERENCES:



Atlantic Dialogues

### STRATEGIC DIALOGUES:



Strategic Dialogues





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# 1 - MARRAKECH PALM GROVE **DEVELOPMENT PROGRAM**

In the north-western part of the Marrakech Palm Grove, The OCP Foundation carries over, each year, its support for the Mohammed VI Foundation for Environmental Protection's program of strengthening skills and supporting sustainable development for local populations. A plan for the preservation and development of Marrakech's Palm Grove has been put in place, with targeted activities adapted to the region's specificities. Its goals are to provide training in management

and new agricultural techniques; to develop alternative irrigation systems using, among others, treated wastewater and wells equipped with solar pumps; to offer literacy classes to farmers and their families; and finally, to raise awareness about the key themes of sustainable development, which are essential for the preservation of

# In 2018

- → Organisation of the cooking competition 'Guindo-mets, Cooking with → Preparation for implementation of a professional organisation Agroecology' to promote the agro-ecological products of the Palm Grove
- ⇒ Implementation of a protocol for the use and maintenance of solar installations
- for Agricultural Development) – Morocco Green Plan
- through the creation of an 'Endowment Fund' economic model
- ⇒ Strengthening distribution channels for products, delivery monitoring and development of client portfolio
- $\Rightarrow$  Implementation of communication tools and organisation of events





133 ha hectares developed



family farms involved



40 beneficiaries of literacy courses, among which 23 are women



activity areas: vegetable gardening, arboriculture, livestock and forage crops



small business created for product distribution







# 2 - RECREATING THE MUSEUM OF MOROCCAN POTTERY AND CERAMICS **HISTORY**

With the support of the OCP Foundation, the National Museums Foundation undertook the rebuilding and development of the Museum of Moroccan Pottery and Ceramics History in a new space in Safi. The space features all the conditions necessary for preserving the collections and welcoming the public, and is presented with high

# **Objectives**

- ⇒ Contributing to the preservation and promotion of Morocco's
- ⇒ Preservation, promotion and enrichment of the existing collection
- → Qualification and training of human capital

- ⇒ Promoting the pottery sector in Safi
- → Increasing the town of Safi's appeal to tourists by creating a touristic circuit of the city which includes various cultural and heritage spaces

# Inauguration of the museum and opening to the public



themed pavilions: Moroccan utilitarian ceramics, Safi utilitarian and decorative ceramics, and Meknes/Fez utilitarian and decorative ceramics



800 ceramic objects and artworks of an ethnographic and archaeological nature



Permanent exhibition of 175 objects presented in a new display structured around 5 regions of Morocco



# 3 - SUPPORT AND MENTORING: **KEYS TO NATIONAL ENTREPRENEURSHIP ISSUES**

The mentoring and support of new businesses is a prerequisite for the development of a dynamic and promising entrepreneurial ecosystem. This is why the OCP Foundation and its partners have made it their mission to identify high-potential projects in order to mentor them, to strengthen their skill sets, and to support them by awarding interest-free loans. The Foundation's programme for supporting entrepreneurship is equally applicable to cooperatives and social enterprises, which benefit from training in professional management.

# Support for participating in the National fair of Social and Solidarity Economy

For a number of years, the Foundation has sought to promote structures within the Social and Solidarity Economy, due to the strong conviction that this has a positive socioeconomic impact. 64 cooperatives and associations were therefore invited by the Foundation to attend the National fair of Social and Solidarity Economy in order to promote their products and open their horizons to partnerships and sharing. Their attendance helped increase their sales volume during the fair as well as offering them business opportunities. In addition, six excellence prizes were awarded to recognise the best cooperatives for their positive social impact.

# In 2018



64 partner cooperatives and associations attended the National fair of Social and Solidarity Economy



5 training workshops on various themes (Financial Education, Digital Marketing, B2B Networking) were held for more than 460 representatives of cooperatives



- Launch of a contest with the award of 6 prizes Total award: 100 000 MAD

# Other projects



# **EMPACT**

12 000 young people learned more about social entrepreneurship.

130 social projects mentored, 28 startups created and nearly 800

direct jobs and 500 indirect ones were created in partnership with ENACTUS



# **BUSINESS ANGELS**

11 Business Angels recruited within the Club

16 projects pitched to the Business Angels and 2 projects were funded in partnership with the Morocco Numeric Fund



# **BIDAYA FUND**

**12** social enterprises mentored toward financing

And **6** businesses were financed in partnership with the SOS Group





