



2015 ACTIVITY REPORT





« Discussing youth issues, implicates bringing up the challenges of the present and addressing prospects of the future. And to discuss the future, beyond the great intellectual integrity required to probe future horizons, it is necessary to elaborate specific strategies to prepare our youth for a better tomorrow. »

Excerpt from the speech by **His Majesty The King Mohammed VI** to the Nation, on the occasion of the 59th anniversary of the Revolution of the King and the People.



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S	U	M	A	R	Y	35	• SUSTAINABLE DEVELOPMENT
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2015 ACTIVITIES

2015 ACTIVITIES



PROJECTS AND PROGRAMS CARRIED OUT SINCE THE INCEPTION OF THE FOUNDATION UNTIL THE END OF THE YEAR 2015

- Construction of **684** community centers for children, people with disabilities, women, girls and the youth ;
- Launch of **198** sustainable development projects and programs ;
- Development of **105** training programs and **61** social engineering programs for associations ;
- Activation of **83** humanitarian intervention actions and programs ;
- Construction of **25** dispensaries, hospitals and socio-medical facilities ;
- Equipment of **65** regional or provincial hospitals ;
- Contribution to **570** medical assistance actions in rural and peri-urban areas ;
- Launch of the **17th edition** of the Ramadan Operation ;
- Implementation of the **16th edition** of the Marhaba Operation welcoming the Moroccan Community Living Abroad.

A TOTAL OF 5.7 MILLION BENEFICIARIES

- **15 300** youth were accepted to attend the programs within vocational training and professional qualification centers ;
- **9 103** girls and students were welcomed into the residences and boarding schools ;
- **89 400** children and youth are supported in terms of education, culture and sports ;
- **6 000** women benefited from the services of the socio-educational and training centers ;
- **159 746** people benefited from sustainable development programs (income generating activities, microcredit, support to craftsmen, rural hostels, women's cooperatives, water supply, electrification, etc.) ;
- **658 245** deprived people benefited from the actions of medical and solidarity caravans ;
- **6 014** people with disabilities are monitored annually within specialized centers ;
- **14 897** people benefited from a socio-medical operation ;
- **2,3** million people (widows, elderly people, people with disabilities...) received food support mainly during the month of Ramadan ;
- Close to **2 474 348** Moroccans living abroad benefited from welcoming services, **80 266** of them were provided with assistance for administrative issues, transportation, repatriation of bodies, as well as for medical assistance during the summer season.

**A CUMULATIVE TOTAL OF
5 147 MILLION DIRHAMS PLEDGED
AS OF OCTOBER 31, 2015.**



2015 NATIONAL SOLIDARITY CAMPAIGN

Establish social work as a national priority

His Majesty the King Mohammed VI, May God Assist Him, proceeded, on January 8, 2015 at the Ben M'Sick prefecture in Casablanca, to the launch of the National Solidarity Campaign, a royal initiative reflecting the permanent illingness of the Monarch to further entrench the values and the culture of solidarity into the Moroccan society.

This constitutes an ideal opportunity for all Moroccans to renew their attachment to the values of citizenship and patriotism, through their contribution to the different actions and projects carried out by the **Foundation** to the benefit of deprived people from the different regions of the Kingdom.

The National Solidarity Campaign's objectives are to raise funds for the financing of social projects and for the implementation of action plans which have continued to

evolve over the course of time to meet the needs of the targeted populations.

The Mohammed V Foundation for Solidarity allocates these resources in order of importance, to projects that are run by associations or directly to the beneficiaries, including the deprived and segments of the population that are in precarious situations. The Foundation's resources are also earmarked for the financing of training, qualification and socio-professional integration projects for target populations (youth, women, people with special needs), welcoming operations of Moroccans living abroad "Marhaba" and food support to deprived people during the sacred month of Ramadan, not to mention sustainable development projects and humanitarian actions carried out on the national and international levels.



KEY EVENTS

KEY EVENTS



Two major events have marked the activities of the **Mohammed V Foundation for Solidarity** in 2015 :

- The inauguration on January 8, 2015 by **His Majesty the King Mohammed VI**, May God Assist Him, of the Center for Very Small Solidarity Businesses in Casablanca ;

- The launch, during the sacred month of Ramadan 1436, by **His Majesty the King Mohammed VI**, May God Assist Him, of the ambulatory medical campaign covering and fighting against chronic diseases for the deprived populations in Temara.

THE CENTER FOR SOLIDARITY VSES IN CASABLANCA

The Center for Solidarity VSEs in Casablanca inaugurated by **His Majesty the King Mohammed VI**, May God Assist Him, on January 8, 2015 at the launch of the 2015 National Solidarity Campaign constitutes an innovative and unique project at the national level. Indeed, this center is an incubator for VSEs offering project promoters all of the necessary services for the creation and the development of their business, namely :

- Temporary accommodation in purpose-built premises ;
- Provision of the necessary professional equipment required to launch the business ;

- Training and support which must ensure the sustainability and the development of the created businesses.

The center mainly addresses young project promoters from deprived families, who show potential for entrepreneurship. With all of the services offered, this model constitutes an alternative for self-integration as well as a credible and innovative solution addressing the unemployment issue.

The establishment of this center required an investment totaling **42.57 Million Dirhams**.





AMBULATORY MEDICAL CAMPAIGN

In 2015, the **Foundation** strengthened its logistics through the acquisition of two new multidisciplinary mobile medical units, and the upgrading of five existing units.

Objective : mainstreaming of proximity ambulatory medical actions on a large-scale basis, and offering of new specialized medical services, particularly in ophthalmology, dental care and medical exams.

The **Foundation** initiated this program of ambulatory medical campaigns in order to facilitate healthcare access to deprived

people, in the prefectures and provinces of Temara, Salé, Fes, Oujda, Al Haouz and Casablanca.

The official program was officially launched by **His Majesty the King Mohammed VI**, May God Assist Him, in Temara, during Ramadan 1436.

This action, organized in partnership with the Ministry of Health, the local authorities and approved medical associations, benefited **23 304** deprived people.

KEY EVENTS



PROJECTS LAUNCHED IN 2015

BY HIS MAJESTY THE KING MOHAMMED VI, MAY GOD ASSIST HIM.

PROVINCE	PROJECT TITLE	LOCATION	COST (DH)	PARTNERS	DATE
FES	Training and Qualification Center for Women	Atlas Neighborhood	12 000 000	<ul style="list-style-type: none"> • OFPPT • Locale Associations 	01/16/2015
	Center for Very Small Solidarity Businesses (VSE)	Avenue Moulay Abdellah	35 000 000	<ul style="list-style-type: none"> • Management Association of the Center for Solidarity VSEs in Fes 	01/16/2015
	Multidisciplinary Vocational Training Center in Fes	Avenue Moulay Abdellah	16 000 000	<ul style="list-style-type: none"> • OFPPT (equipment and management) 	01/16/2015
	Center for the diagnosis and treatment of chronic diseases	Al Marinyine District	5 000 000	<ul style="list-style-type: none"> • Ministry of Health • Local Association 	01/19/2015
	Hemodialysis Centers	Zouagha District	12 000 000	<ul style="list-style-type: none"> • Ministry of Health • Local Association 	01/19/2015
RABAT	Ramadan 1436 Operation	Allama Jazouli School Youssoufia	55 000 000	<ul style="list-style-type: none"> • Ministry of the Interior • Ministry of the Habous and Islamic Affairs 	1 st of Ramadan, 1436 06/18/2015
SALÉ	Retail space for Solidarity micro enterprises	Avenue Mohammed VI	12 700 000	<ul style="list-style-type: none"> • The City Council • Mohammed VI Foundation for Solidarity Enterprises 	3 rd of Ramadan, 1436 06/20/2015
RABAT	Outreach center for people with disabilities suffering from Cerebral Palsy	Hay Bouregreg	5 000 000		Ramadan 7, 1436 06/24/2015
TEMARA	Ambulatory medical campaign for the prevention and fight against chronic diseases to the benefit of deprived populations in six provinces : Temara, Salé, Al Haouz, Fes, Oujda and Casablanca during the sacred month of Ramadan 1436	Temara	2 000 000	<ul style="list-style-type: none"> • Physician Associations 	Ramadan 8, 1436 06/25/2015
CASABLANCA	Mohammed VI National Center for People with Disabilities Casablanca section	Avenue Mohammed VI	20 000 000	<ul style="list-style-type: none"> • Management Association of the Mohammed VI National Center for People with Disabilities 	Ramadan 12, 1436 06/29/2015
	Multidisciplinary Vocational Training Center	Hay Salam I Sidi Moumen	12 000 000	<ul style="list-style-type: none"> • Network of Associations 	Ramadan 13, 1436 06/30/2015
MOHAMMEDIA	Center for the Diagnosis and Treatment of Chronic Diseases	Al Alia Neighborhood	5 000 000	<ul style="list-style-type: none"> • Local Association • Ministry of Health 	Ramadan 19, 1436 07/06/2015
	Youth Training and Integration Complex	Rural commune of Beni Yakhlef	9 000 000	<ul style="list-style-type: none"> • Local Association 	
CASABLANCA	Ambulatory medical campaign for the prevention and fight against chronic diseases to the benefit of deprived populations in six provinces : Temara, Salé, Al Haouz, Fes, Oujda and Casablanca during the sacred month of Ramadan 1436	Mediouna	2 000 000	<ul style="list-style-type: none"> • Physician Associations 	Ramadan 27, 1436 07/15/2015
TANGER	Addiction treatment center	Hay Al Jadid	5 000 000	<ul style="list-style-type: none"> • Ministry of Health • RDR Association Morocco 	09/23/2015

PROJECTS INAUGURATED IN 2015

BY HIS MAJESTY THE KING MOHAMMED VI, MAY GOD ASSIST HIM.

PROVINCE	PROJECT TITLE	LOCATION	COST (DH)	PARTNERS	DATE
CASABLANCA	Center for solidarity VSEs	Ben M'sik District	42 570 000	• Management Association of Centers for Solidarity VSE in Casablanca	01/08/2015
SALÉ	Youth vocational training and integration center in kariatouled moussa	Kariat Ouled Moussa	6 000 000	• Hssain Youth Association for Development	3 rd of Ramadan, 1436 06/20/2015
CASABLANCA	Training and coordination center for associations networks	Al Ounk Neighborhood	10 000 000	• Management Association of the training and coordination center for associations networks in the Greater Casablanca Region	Ramadan 12, 1436 06/29/2015
	Vocational training center for service occupations	Hay Hassani District	10 000 000	• Regional Council : 3 Million Dirhams • OFPPT : 2 Million Dirhams	Ramadan 13, 1436 06/30/2015
TANGER	Youth vocational training center	M'ghoura Neighborhood	6 800 000	• Association for the Management of the Center	Ramadan 23, 1436 07/10/2015
	Training and capacity building center for women	Ksar Majaz, Province of Fahs Anjra	4 500 000	• Provincial Council + INDH Fahs Anjra : 2 Million Dirhams	
	Training and capacity building center for women	Mesnana Neighborhood	6 000 000	• Tangier – Tetouan Alumni Association Union - Mesnana section	Ramadan 24, 1436 07/11/2015
	Addiction treatment center	Bir Chifaa Neighborhood	5 700 000	• Ministry of Health • Ministry of the Interior	

PROJECTS CARRIED OUT IN 2015

PROVINCE	PROJECT TITLE	LOCATION	COST (DH)	PARTNERS
FES	Addiction treatment center	Doukkarat Neighborhood	5 000 000	• Ministry of the Interior • Ministry of Health + RDR Association (Fes Section)
	Maison de l'Enfant (Children's Home)	Hassan II-Fes University Hospital	3 500 000	• Avenir Association
OUJDA	Hassan II center for hemodialysis and the prevention of chronic diseases in Oujda	Hay Lamsalla Neighborhood	17 500 000	• Benefactor • Ministry of Health



SOCIAL ACTIONS

The **Mohammed V Foundation for Solidarity** has continued to carry out actions and community centers in 2005, to the benefit of populations in precarious situations. These achievements rest upon the schooling, the training and the capacity building of women and youth.

SOCIAL ACTIONS

SUPPORT ACTIONS FOR THE SCHOOLING OF GIRLS IN RURAL AREAS

As part of the fight against girls' school wastage in rural and peri-urban areas, the **Foundation** has proceeded with the operational launch of new welcome facilities.

01. Girls' Boarding School in Sidi Slimane

This boarding school meets the welcome and supervision needs of girls from underprivileged backgrounds, located in the peripheral areas of the city of Sidi Slimane. Located within the Omar Ben Al Khattab middle school, it has dorms with a 70-bed capacity, a library with a reading room, a computer lab, a foyer, a cafeteria and a kitchen.

This new welcome facility is the result of a partnership between the **Mohammed V Foundation for Solidarity** and the MAMDA-MCMA Foundation. The cost of this building was **4.3 Million Dirhams**.

02. Tanakoub Middle School Boarding School, Province of Chefchaouen

This boarding school is for female middle school students of the school districts dependent on the Tanakoub Commune. With a capacity of **100** beds, the facilities include a kitchen, a cafeteria, dorms, a computer lab, a reading room and administrative offices.

The management of this facility will be entrusted to the Ministry of National Education and Vocational Training.

The budget allocated to the development of this project is **4.5 Million Dirhams**.

03. The Girls' Residence in Dar El Kabdani-Province of Driouch

This residence with a capacity of **100** beds is composed of a dorm, a kitchen, a cafeteria, an administrative unit, a library/multimedia center, two rooms for people with disabilities, and a storage room.

The budget allocated to this welcome facility is **3.5 Million Dirhams**.

04. The Girls' Residence in Skhour Rhamna

The Skhour Rhamna residence will be destined to welcome female middle school students from six different communes : Skhour, Sidi Ghanem, Sidi Manssour, Skoura Lhdra, Sidi Abdellah and Jaafra. With a capacity of **100** beds, it will offer its residents the services of a multimedia library, a cafeteria, a Moroccan living room area, a kitchen and a room for people with disabilities.

Its construction and development will require a budget of **3.5 Million Dirhams**.

05. Extension of the Girls' Residence in Targuist- Al Hoceima

Opened by the **Foundation** in 2010, the girls' residence in Targuist-Al Hoceima is faced with a great volume of accommodation requests. An extension has thus been planned in order to meet the new demands.

The extension project will enhance the residence with an additional capacity of **60** beds, within a dorm including two rooms for people with disabilities as well as a multipurpose room.

The budget allocated to finance this extension project is of **2.5 Million Dirhams**.



06. Boumerieme Community School, Province of Figuig

Intended to provide schooling for children of the nomad populations of the High Plateaus of the Oriental region, the Boumerieme Community School comes to supplement the school built by the **Foundation** in Trared, a commune of Tendirara. It will have an instructional unit composed of six classrooms, a multipurpose room and administrative offices, as well as a welcome and accommodation unit including dorms with a capacity of **84** beds, a cafeteria and a kitchen.

The total cost for the construction of this community school is **4.5 Million Dirhams**.

Moreover, the **Foundation** proceeded with the upgrade and equipment of a computer lab as well as a library within the Mohammed Ben Soulaymane Al Jazouli School in Rabat, for a total budget of **200 000 Dirhams**.

07. Support of Schoolchildren Through the Provision of Schoolbags and Foodstuffs.

The **Foundation** distributed school supplies and foodstuffs that were received as donations, to **170 540** students from underprivileged rural areas that are part of the Marrakech, Fes, Meknes and Beni Mellal National Education regional academies.

This donation is composed of schoolbags, pencil cases and **36.5** tons of dates amounting to a total cost of **5.16 Million Dirhams**.



SOCIAL ACTIONS



SOCIAL ACTIONS FOR YOUTH

Youth are a priority population for the **Mohammed V Foundation for Solidarity**. With the aim of enabling them to fully embody their role as actors of the nation's development, the **Foundation** has set up an operation composed of **7** intervention programs and has developed specific projects that are capable of improving their living conditions as well as promoting their social, economic and personal empowerment.

His Majesty the King Mohammed VI, May God Assist Him, has thus proceeded this past year to the launch and inauguration of four centers among the seven that are planned. They aim to promote youth's sociocultural activities, vocational training as well as skills development.

01. The Kariat Ouled Moussa Youth Vocational Training and Integration Center in Salé

The youth vocational training and integration center in Kariat Ouled Moussa in Salé was inaugurated by **His Majesty the King Mohammed VI**, May God Assist Him. The center's mission is to strengthen the neighborhood youth's capacities, their individual development as well as their social development, through training and the development of artistic and cultural activities.

This center is composed of training workshops specialized in the manufacturing of illuminated signs, welding, computer graphics, and the development of web applications. It has a classroom for theoretical courses, an offshore training room from an entrepreneurial unit, a multipurpose room, a library and media center, a training room for preschool educators, and a room for the domiciliation of associations.

The technical and educational supervision is ensured by OFPPT, and the management of the center is entrusted to the Hssain Youth Association for Development and Solidarity.

The Mohammed V Foundation for Solidarity mobilized a budget of **6 Million Dirhams** for this project.

02. The M'Ghouga Youth Vocational Training and Integration Center in Tangier

This new facility builds on the program developed by the **Foundation**, which was to ensure a better socioeconomic and professional integration of youth. The M'Ghouga Youth Vocational Training and Integration Center thus offers qualified training programs in income-generating trades. It also serves as a platform to promote cultural and educational activities benefiting children and youth from the neighborhood. This new center is the result of a partnership between the **Mohammed V Foundation for Solidarity** and the Office of Vocational Training and the Promotion of Employment (OFPPT).

Its equipment in training services includes vocational training workshops (carpentry, aluminum, electricity, construction and modern tailoring and sewing), as well as classrooms intended for literacy courses, computer labs, teaching of foreign languages, tutoring and preschool education. An employment and referral office is made available to youth to help guide them in their choice for a training program.

The center also has a cultural multipurpose room, which can serve for theater recitals, film screenings or the organization of seminars. It also has a lounge area and an infirmary.

With a self-financing objective, the center also has premises for commercial use, as well as a snack bar whose revenues will partly cover operating expenses.

The center will be managed by the Management Association of the M'Ghouga Youth Vocational Training and Integration Center, which was created to fulfill this purpose. With respect to the technical and educational supervision of the vocational training workshops, they will be overseen by OFPPT.

The cost of this facility is **6.8 Million Dirhams**.





03. The Beni Yakhlef Youth Socio-educational Training and Integration Complex in Mohammedia

The purpose of the Socio-educational Training and Integration Complex for Women and Youth in Beni Yakhlef in Mohammedia is to facilitate the professional reintegration of women and youth, by strengthening their capacities in income and employment generating trades.

Its activities will be deployed in two areas :

- **An area dedicated to women and children** : this area will host pastry and culinary arts workshops, sewing and tailoring workshops, a computer lab, classrooms dedicated to theoretical courses, literacy training and tutoring, a training room for preschool educators, a daycare facility, a playground for children and an infirmary.
- **An area dedicated to youth** : it will include two vocational training workshops in aluminum construction and electric work, a communications and foreign languages room, a multipurpose room for artistic and cultural activities, and classrooms dedicated to tutoring and guidance counseling, as well as an associative area.

The technical supervision of the vocational training workshops will be overseen by OFPPT, and the management will be entrusted to local associations.

The construction of the complex will mobilize a total budget of **9 Million Dirhams**.

04. The Training and Cultural Center in Driouch

The aim of this project is to support youth from underprivileged areas by strengthening their capacities in trades which give them access to a stable income, particularly through income and employment generating activities.

This center will be composed of vocational training workshops, a multipurpose room for artistic activities, a library / media center, classrooms dedicated to tutoring, rooms dedicated to association networks, a cafeteria and two retail areas to generate revenue to partially cover operating costs.

The management of this center will be entrusted to a local association.

The center required an investment of **4 Million Dirhams**.

SOCIAL ACTIONS



05. The Imzouren Youth Socio-educational Center in Al Hoceima

Intended for youth from the region, the Imzouren Socio-educational Center in Al Hoceima aims to give youth the necessary skills and resources to achieve social and professional integration. This is possible thanks to the qualifying training programs which will be provided in the different trades for which there is high demand on the job market (aluminum construction, electric work and information technology), as well as the promotion of cultural and sports activities which specifically target youth.

In terms of equipment, the center will accommodate vocational training workshops, a multipurpose room, a library – media center and two retail spaces destined to ensure the operating of the facility. Its management will be entrusted to a local association that is active in youth socio-education.

The center required an investment of **2.5 Million Dirhams**.

06. The Al Ounk Association Networks Training Center in Casablanca

After the success of the centers launched in Fes, Oujda and Meknes, the Al Ounk Association Networks Training Center in Casablanca was launched in response to an additional need expressed by the Foundation's partner association network within the Greater Casablanca region.

The aim of this center is the training and capacity building of local associations, the support of associations and cooperatives that are in the process of being created, and

finally the promotion and enhancement of the associative movement through consolidation and through the improvement of the institutional potential of the associations.

As a community platform of exchange and training, this associative area includes a multipurpose room, a room for the domiciliation of associations, rooms for seminars, rooms for group work, a conference room, documentation and information center, a language lab, a training workshop in associative communication, a computer lab and a restaurant area. Its management is ensured by an association involving institutional and associative actors in the region.

The cost for this construction is **10 Million Dirhams**.

07. Youth Multidisciplinary Training Center in Temara

Destined to favor social and professional integration of youth through training programs in the different sectors solicited by the job market, as well as the promotion of sports activities for youth, the Temara Center will provide training programs in industrial electricity, welding, diagnosis of automobiles, and preschool education. Built on **3 000 m²**, it will also be equipped with a sports field and a daycare.

Its financing will require a budget of **8.5 Million Dirhams** and will be carried out in partnership with OFPPT, which will oversee the equipment of the training workshops as well as the educational supervision.





TRAINING, QUALIFICATION AND PROMOTION OF WOMEN

The promotion of women and their integration into local development has always been one of the major concerns for the **Mohammed V Foundation for Solidarity**. This approach, which builds on training centers, is based on two means for action : women's capacity building, but also that of youth, in terms of qualification in trades that are in demand, and their contribution to economic development through help in creating income generating activities.

Four new centers were launched in 2015, in the cities of Fes, Tangier, Ksar Majaz and Rabat.

01. Women's Training and Qualification Center in Fes

This center will allow women in precarious situations to consolidate their skills and to promote their socio-economic conditions, through training workshops in employment and income generating trades supplemented with literacy classes.

The center in Fes will be built on five stories and will host multidisciplinary workshops, namely : culinary, pastry and chocolate making arts, which will be carried out in an educational restaurant, fashion design and pattern making, embroidery and trimmings, traditional sewing, as well as hairdressing and beauty. The center will also include rooms for the training of hostesses, care givers, and travel agency operators.

The center will also include computer labs, classrooms dedicated to the teaching of foreign languages, literacy training, listening skills, as well as conference rooms and areas dedicated to the valorization and marketing of products manufactured by women's associations and cooperatives, as well as a library and a daycare. It will also host a temporary shelter for battered women.

The technical supervision of the vocational training centers will be overseen by OFPPT.

The budget for the construction of the center is of **15 Million Dirhams**.

02. Women's Training and Capacity Building Center in the Mesnana neighborhood in Tangier

With a total budget of **6 Million Dirhams** allocated to its construction, this center aims to support deprived women by providing them with diverse professional skills, allowing them to have access to stable income, particularly through income generating activities.

The center also provides functional literacy classes to the women, as well as education and preschool supervision of their children.

In order to meet the needs with respect to vocational training and literacy training, the center is equipped with workshops dedicated to culinary and pastry arts, tailoring and sewing, embroidery and handicrafts, traditional sewing, hairdressing and beauty, as well as computer labs, classrooms dedicated to preschool educators, to literacy classes and tutoring as well as a preschool education area.

The supervision of the vocational training workshops will be ensured by OFPPT, in partnership with the Students Union Association of Tangier-Tetouan -Mesnana Section, which will oversee the general management of the facility.

The **950** beneficiaries are enrolled for the 2015/2016 school year.



03. The Ksar Majaz Women's Training and Capacity Building Center in Fahs Anejra

With a total budget of **4.5 Million Dirhams** allocated to its construction, the center is a result of a partnership between the **Mohammed V Foundation for Solidarity**, the Provincial Council of Fahs-Anjra and the Tangier Mediterranean Human Development Foundation. This center is destined to encourage women's social and professional integration, through training programs provided in the different fields solicited by the local job market.

This center includes a culinary and pastry workshop and an educational restaurant, vocational training areas dedicated to tailoring and sewing, embroidery, hairdressing and beauty, computer labs, literacy and tutoring classes, a preschool education area, an infirmary and two retail spaces. The management of the center is overseen by the Annour Mediterranean Association.

04. Multidisciplinary Center for the Integration of Women in Precarious Situations in Youssoufia in Rabat.

Within the framework of its programs destined to women in precarious situations, a multidisciplinary center will be constructed in Hay Bouregreg, Youssoufia in Rabat. The aim of this center is to provide qualifying training programs in trades that are adapted to the needs of the job market. It will also serve as a welcome center, by ensuring temporary accommodation to women in precarious situations.

The center will be composed of a helpdesk, and will provide legal counsel. It will also provide several training workshops, namely in catering, nursery, assistance to the elderly, and tailoring and sewing. It will also provide welcome services with an infirmary, a lounge area, a kitchen, a daycare with a playground for the beneficiaries' children and an accommodation area with a capacity of eleven beds.

Two premises for commercial use are also planned to enable the center to generate its own revenue to cover its operating costs.

The construction of this center, which was established in the framework of a partnership between the **Foundation** and the Prefectural Council of Rabat, has required a budget of **7 Million Dirhams**.



SOCIAL ACTIONS

PROJECTS FOR PEOPLE WITH DISABILITIES

Projects for people with disabilities reflect the Royal willingness to ensure equal opportunities for all, particularly for people with special needs. Several centers are specifically dedicated to this category of the population, and offer solutions to support and integrate them in the social and professional arena. The projects launched by the **Foundation** are real examples of success and are a reference in the matter.

01. The Mohammed VI Center for People with Disabilities - Casablanca Section

His Majesty the King Mohammed VI, May God Assist Him, has laid the first foundation stone of the regional section of the Mohammed VI Center for People with Disabilities in June 2015 : a launch which constitutes an additional milestone to the integration of people with special needs.

The regional section of the Mohammed VI Center for the Disabled in Casablanca, which will be built in the prefecture of the districts of Al Fida-Mers Sultan, will allow the Greater Casablanca region to have a medical

and socio-educational facility for persons suffering from physical or mental deficiencies. In this sense, it will constitute an ideal setting to foster actions carried out by NGOs and to ensure an integrated supervision of people with disabilities.

Just like the regional centers for people with disabilities in Safi, Marrakech, Oujda and Fes, the center in Casablanca has set among its objectives to provide early medical, socio-educational and athletic care, as well as vocational training to children with disabilities as well as support to the beneficiary families.

This project includes socio-medical, socio-educational, sports, vocational training, welcome and catering areas. It also includes a unit that provides care to autistic children and a workshop for orthopedic devices.

Its management has been entrusted to the Management Association of the Mohammed VI National Center for People with Disabilities.

This center was entirely developed by the **Mohammed V Foundation for Solidarity** and required a total investment of **20 Million Dirhams**.



SOCIAL ACTIONS



02. Community Center for the Care of Children Suffering from Cerebral Palsy in Rabat

This establishment was designed with the idea of creating an ideal environment to provide social, psychological and medical care to children suffering from disabilities through support and monitoring of their integration, supplemented with the organization of activities that promote their individual development. It will also provide guidance and supervision to parents and guardians on the one hand, as well as to associations that are active in this field on the other hand. As such, this community center will provide its patients with diagnosis and care, physical therapy, education and training speech therapy, orthopedic therapy and psychomotor skills therapy.

In terms of welcome, the facility will offer rooms for medical consultations, physical therapy, occupational therapy, speech therapy, psychomotor skills therapy, and fun activities. It will also include a playground, an individual sports area and a second area dedicated to parents, to educational support, to specialized education, a computer lab, an office for associations, as well as multidisciplinary training workshops and an infirmary. Its management will be overseen by the Moroccan Associations of Motor Disabilities with the support of the Management Association of the Mohammed VI National Center for People with Disabilities.

This center was constructed by the **Mohammed V Foundation for Solidarity** in partnership with the Prefectural Council of Rabat, for a total investment of **5 Million Dirhams**.

03. Center for Integration and Aid Through Employment (CIAT) in Salé

Following the development of the first phase of the pilot program for the training of trades adapted to people with mental disabilities launched by the CNMH in 2010, (through which **74** young people with mental disabilities managed to obtain their professional qualification certificates), and with an objective of ensuring an appropriate socio-professional integration which at the same time is adapted to this category of the youth population, the **Mohammed V Foundation for Solidarity** and the CNMH initiated the construction of the Center for Integration and Aid through Employment (CIAT). This project stands out by its ambitious and innovative character, and makes it a role model in the field of professional integration of youth with mental disabilities in Morocco.

Launched in 2015, the CIAT project acts as a production company which hires people who have completed the CNMH program (people with mental disabilities), by placing them in real life working situations and allowing them to have access to appropriate social and autonomous integration.

To do so, the CIAT was built on the basis of a platform including 6 production units, specialized in organic agriculture. The apprentices therefore have access to organic agricultural activities (fruits and vegetables), gardening and nurseries, organic livestock breeding of free-range chicken (Beldi), beekeeping, cooking and catering, baking and pastry making and a workshop for the assembly of wheelchairs.

A marketing and sales unit was also set up with the aim of promoting the sale of products produced by the CIAT agricultural activities. This unit defines and manages the external CIAT points of sale, which will soon be open to the public in supermarkets, stores and large-scale shopping malls.

The budget allocated to this project is **36.5 Million Dirhams**, and it is funded by the Administrators, members of the Board of Directors of the **Foundation** as well as the Management Board of the CNMH.





OTHER SOCIAL CENTERS

01. Welcome Center for the Mothers of Hospitalized Children « Dar Al Oum » in Marrakech
This center constitutes a space for the provision of care to women who have children hospitalized in the Mohammed VI University Hospital in Marrakech, and who come from remote areas and from underprivileged backgrounds.

It will be composed of a dorm with an accommodation capacity of 20 beds, a reception area, a family living room, a kitchen and a cafeteria.

Its construction will be entirely covered by the **Foundation**, for a total investment of **3.5 Million Dirhams**.

02. Center for Sick Children Within the University Hospital in Marrakech

On the basis of the same model of the centers built in Rabat, Casablanca, Oujda and Fes, the aim of this new center is to help the children hospitalized in the University Hospital cope with their illness.

The facility offers hospitalized children tutoring classes and diverse activities in a friendly and reassuring environment. It is composed of a communications and a display area, an art workshop, a screening room, a play room and a kitchenette.

The cost of this project is **1.5 Million Dirhams**.



ACCESS TO HEALTHCARE

ACCESS TO HEALTHCARE

MEDICAL HUMANITARIAN CAMPAIGNS

01. Medical Caravans

A. *Medical caravans with approved associations*

The **Mohammed V Foundation for Solidarity** annually organizes medical campaigns throughout the entire Kingdom in collaboration with approved medical associations, by targeting remote areas and localities lacking sanitation facilities.

These medical campaigns are for the most part multidisciplinary (general medical consultations, specialized consultations, surgical interventions) and generally target women, children and the elderly among the deprived populations.

In 2015, the **Foundation** organized **81** medical caravans, which granted **116 000** people access to medical care. This activity required a budget of **1.5 Million Dirhams**.

B. *Ambulatory medical caravans initiated by the Foundation*

During the month of Ramadan 1436, the **Mohammed V Foundation for Solidarity** organized medical campaigns from June 25 to July 16, 2015, to the benefit of deprived people from six provinces : Temara, Sale, El Haouz, Fes, Oujda and Casablanca

These medical campaigns took place during three days, in each province, on fields where seven mobile medical units were deployed by the **Foundation**. This action was carried out in close collaboration with provincial delegations of the ministry of health, the local authorities, and the partner associations of the Foundation along with the participation of the medical and paramedical staff mobilized for the occasion.

His Majesty the King Mohammed VI, May God Assist Him, launched the Caravans operation in Temara, and, by his presence, honored the final phase which took place in Casablanca.

The specialized medical services which were provided had an extremely positive impact on the beneficiary populations. As

such, the number of beneficiaries reached a total of **24 000** people, representing an average of **4 000** beneficiaries per city.

02. Medical-humanitarian Campaigns

In 2015, three operations were organized within the framework of medical-humanitarian campaigns :

- A first medical-humanitarian campaign which took place from June 11 to 12, 2015 in Kerrouchen in the province of Khenifra. It has enabled the provision of specialized medical care in the form of ophthalmological consultations and cataract surgeries for **96** patients ;
- A second medical-humanitarian campaign which took place from June 12 to 14, 2015 within the provincial hospital of Missouri in the province of Boulemane, which resulted in **149** interventions in the form of cataract surgeries ;
- And a third medical-humanitarian campaign which was carried out in the province of Taza, whose objective was to provide general medical care in the form of multidisciplinary consultations in rural areas and the provision of specific medical care in the form of general surgery, cataract surgery, treatment of visual impairment in schools and devices for people with physical disabilities. It resulted in **4 826** interventions.





SOCIO-MEDICAL FACILITIES

Access to healthcare is a priority in the actions carried out by the **Mohammed V Foundation for Solidarity**. This is carried out in the framework of a partnership with the Ministry of Health and associations, to enhance the national offering in terms of medical care.

In 2015, the **Foundation** has thus launched the construction of several units specialized in the management of chronic diseases and the fight against addictive behaviors.

The efforts deployed in this framework are divided into two main areas : the management of chronic diseases and the fight against addictive behaviors.

01. Management of Chronic Diseases

With the aim of enhancing the offering of specialized medical care and of ensuring a healthy life to deprived patients suffering from diseases, **His Majesty the King Mohammed VI**, May God Assist Him, has proceeded in 2015 to the launch of the construction works of projects destined to oversee the socio-medical management of chronic diseases.

Three centers were therefore launched in the cities of Fes and Mohammedia.

A. *Center for the Diagnosis and Treatment of Chronic Diseases in Fes*

The aim of this center is the welcome, awareness-raising and provision of medical care to diabetic patients, the early detection of degenerative complications due to diabetes, as well as the supervision and training of regional stakeholders involved in the field of diabetes.

It will be equipped with a medical laboratory, a day hospital room, consultation areas, a nutritional education room, an infirmary, a multipurpose room, an associative area and a kitchen.

The budget allocated to the construction of this new medical facility is **5 Million Dirhams**.

B. *Hemodialysis Center in Fes*

In January 2015, **His Majesty the King Mohammed VI**,

May God Assist Him, has laid the first foundation stone of this structure whose objective is to contribute to relieving congestion of the nephrology department in the Hassan II University Hospital in Fes. It will also contribute to the efforts to control the evolution of chronic kidney disease – due to the high prevalence of diabetes and hypertension in the Fes region.

With a capacity to accommodate 300 patients per day, this center aims to welcome as well as to offer the necessary care services for the targeted persons, particularly those who come from underprivileged areas.

It will grant access to 60 dialysis machines and will include ultrasound rooms, electrocardiography (ECG), water treatment, consultation rooms, awareness-raising and nutritional education, a medical laboratory, as well as welcome and relaxation facilities for patients.

The construction of this center required a budget of **12 Million Dirhams**.

C. *Center for Chronic Diseases in Mohammedia*

During the sacred month of Ramadan 1436, **His Majesty the King Mohammed VI**, May God Assist Him, has laid the first foundation stone of a diagnosis and treatment center for chronic diseases, a solidarity project intended to enhance the medical offering in the city of Mohammedia.

The aim of this center is to receive patients, provide medical care, training and information to people from the region suffering from chronic diseases, the early detection of degenerative complications due to diabetes, as well as the supervision and training of regional stakeholders involved in this field.

The center stands out through its integrated approach which associates medical care to the educational and nutritional aspects.

This center will also have a medical laboratory, a day hospital room, consultation rooms for the practice of general medicine, endocrinology, cardiology, ophthalmology and nephrology.

It will also include an ultrasound room, ECG, a nutritional education workshop, training and conference rooms, a dietician's office, a pharmacy, a library and an office for associations.

ACCESS TO HEALTHCARE



02. Centers Against Addictive Behaviors

2015 was highlighted by the launch and opening of new addiction treatment centers, which reflect the High Royal solicitude for youth and the Royal determination to preserve them from any deviations or social hazards. To create the necessary environment to encourage youth to take on a greater participation in social life : this was the program's objective for the fight against addictive behaviors. The national program initiated by the **Foundation**, in partnership with the Ministry of Health and the Ministry of the Interior, has indeed launched a series of centers aimed at providing care and support to youth for their social reintegration.

Four new centers were therefore launched in 2015, in which specialized associations intervene, through the management of the community area. Indeed, an integrated approach, which includes the provision of medical care and psychosocial support, was chosen in order to ensure the provision of better care and risk mitigation among the beneficiaries.

A. *Addiction Treatment Center in Bir Chifa in Tangier*

This center was inaugurated by **His Majesty the King Mohammed VI**, May God Assist Him, during the month of Ramadan 1436. Built by the **Foundation** for a total cost of **5.7 Million Dirhams**, this center has two areas of intervention. The first being an area of social support and risk mitigation, integrating a space for social interaction, a screening room, an art room, a room of theatrical

expression, an occupational therapy room, a gym, a computer lab, a conference room, an associative office, a mobile unit office and an administrative office. As for the second area, it is dedicated to providing medical care, and includes consultation rooms for general medical practice, for addiction treatment, for psychologists and psychotherapists, four rooms for methadone users and an infirmary.

B. *Addiction Treatment Center in Hay Al Jadid in Tangier*

His Majesty the King Mohammed VI, May God Assist Him, has also proceeded to launch the construction works of a second addiction treatment center in Hay Aljadid in Tangier. This center will enhance the existing offering in terms of care and meet the needs in terms of providing support to persons suffering from addictions.

Its actions program is focused on raising awareness and prevention against drug abuse. It will provide medical and social care to about **2 000** beneficiaries, and will strive for an effective involvement of the families to take part in the prevention actions. It also aims for social reintegration, through supervision and through the constitution of associations in the areas of risk mitigation, which are responsible for the implementation of field work with youth, drug users as well as youth at risk.

The construction of this project required an investment of **5 Million Dirhams**.





C. *Addiction Treatment Center in Chefchaouen*

The **Mohammed V Foundation for Solidarity** has launched the construction of a new addiction treatment center in the region of Chefchaouen, with the objective of covering all of the regions in Morocco and focusing its actions on all the Moroccan youth.

This new center will provide health services (medical diagnosis and treatment), education in order to prevent drug use and social as well as psychological support. These services will benefit to **500** patients.

It will spread over a covered area of **1000** m² and will be equipped on the basis of the new integrated approach adopted by centers for addictive behaviors. The social support and risk mitigation area will be equipped with a space for social interaction, a library-reading room, a multipurpose room (screening, art, music), a computer lab, a gym and an office for associations. This area will also include an office for the mobile unit, which will carry out community field interventions with drug users (missions to initiate contact, provide information, raise awareness

about the risks, provide means of prevention and guidance towards treatment locations). The medical area will include treatment rooms, consultation rooms for general medical practice, for addiction treatment, for psychology and psychiatry, an office for group psychotherapy, four rooms for methadone users and a pharmacy.

D. *Addiction Treatment Center in Al Hoceima*

The construction of this new center came as a response to a need expressed by the Health Department, within the framework of the national program against addictive behavior initiated by the **Foundation**.

This center's mission is to provide care to patients suffering from addictive behavior, to raise awareness and to prevent drug use, particularly among youth, to implement and develop street work with young drug users, and finally, to supervise the training of association networks with regard to risk mitigation.

The center required a budget of **5 Million Dirhams**.



SUSTAINABLE DEVELOPMENT

The projects carried out by the **Foundation** in the sectors of vocational training, the promotion of self-employment and the creation of income generating activities have undergone an accelerated pace of development. This has enabled the beneficiary populations, youth and women in particular, to enhance their skills in several areas and to therefore ensure greater socio-economic integration and definite improvement of their living conditions.

The projects related to sustainable development are translated into three activity platforms : vocational training centers in trades that are in demand in the job market, centers for Very Small Solidarity Enterprises and the promotion of Income Generating Activities.

SUSTAINABLE DEVELOPMENT



VOCATIONAL TRAINING CENTERS

01. Multidisciplinary Vocational Training Center in Fes

This center, located on the road to Immouzer and adjacent to the Specialized Institute of Applied Technology, aims to provide youth from the city of Fes and that come from underprivileged neighborhoods, with vocational training in the trades in relation with the construction and public works sector. Its objective is to encourage and facilitate the integration of youth in the job market.

With a capacity to accommodate **700** interns, the center has several training workshops set up that are dedicated to building electrics, wood carpentry, sanitary plumbing, coating for building facades, maintenance of electronics equipment, manufacturing of illuminated signs, a drawing room, a computer lab, classrooms, a platform for masonry work as well as a library.

This establishment, which has mobilized an investment of **16 Million Dirhams**, is the result of a partnership between the **Mohammed V Foundation for Solidarity** and OFPPT. The Office will therefore oversee the technical supervision as well as the management of the center.

02. Vocational Training Center specialized in the Construction Trades in Oujda

Just like the centers launched in Casablanca, Marrakech, Zaio-Nador and Meknes, this new center's objective is to promote youth employability, through training programs in the construction and public works trades.

Built on a covered area of **2 600** m², the center can accommodate 700 interns, and has different spaces set up as training workshops dedicated to metal and aluminum work, sanitary plumbing, building electrics, painting and glazing, and coating. It also includes a civil engineering lab, drawing rooms, classrooms, computer labs, a work area for masonry work, a unit for didactical resources, a faculty room, a storage area and an administrative unit.

This center was built for a total budget of **18 Million Dirhams**. OFPPT oversees the management and the technical supervision.

03. Vocational Training Center Dedicated to Services Trades in Hay Hassani, Casablanca

Inaugurated by **His Majesty the King Mohammed VI**, May God Assist Him, in June 2015, this new center aims to offer youth from the city of Casablanca qualifying training programs in the trades that are in demand in the job market, particularly IT development, the development of web applications, the maintenance of computer hardware and networks, computer graphics, telemarketing and medical clerical services. It also provides training programs in sales and business management, in accounting and in sales techniques. The center has a capacity to accommodate and train a total of **600** youth annually.

The center has mobilized an investment of **10 Million Dirhams**, covered by the **Mohammed V Foundation for Solidarity**, the Regional Council of the Greater Casablanca Region and OFPPT, which will oversee the management and the educational supervision.

04. Vocational Training Center in the Sidi Moumen district in Casablanca

The purpose of this new vocational training center launched in June 2015 by **His Majesty the King Mohammed VI**, May God Assist Him, is to provide out-of-school youth from underprivileged families with qualifying training programs in electrical engineering (Industrial electrical installations, electro-mechanics of automated systems, electric work), in various trades from the services industry (IT development, development of web applications, computer graphics, telemarketing), and in management (business management, accounting and sales techniques).

The construction of this center has mobilized a total investment of **12 Million Dirhams**, in the framework of a partnership established between the **Mohammed V Foundation for Solidarity** and OFPPT, which will oversee the management and technical supervision of the center.



05. Training Center in the Tourism Trades in Chefchaouen

With the aim of contributing to the tourism sector's development in the province of Chefchaouen, which happens to have a strong tourism potential (cultural and mountain tourism), the **Foundation** launched a training center specialized in the tourism trades. The aim of this is the training and qualification of youth in the tourism trades through the enhancement of skills that are very much sought after in this sector.

The center will provide training programs in hospitality and catering trades, and in the disciplines of mountain tourist guides (protection of the environment, anthropology, rural sociology, floral and faunal geology, history...) It also has a culinary-pastry arts workshop, an educational restaurant, hotel rooms and classrooms (languages, reception, accounting, guides...).

A total investment of **6 Million Dirhams** was mobilized by the **Mohammed V Foundation for Solidarity**, in partnership with OFPPT, which will oversee the management and the technical supervision.

06. Training Center in Craft Trades in Chefchaouen

The **Foundation** launched the construction of a new training center specialized in craft trades in Chefchaouen. The center's aim is to train and enhance the skills in terms of crafts, through apprenticeship training, continuous training of craftsmen, the conservation of trades that are dying out and the fostering of a spirit of innovation and excellence among craftsmen and apprentices.

The center is thus composed of workshops dedicated to leather, traditional weaving, wood painting, wood craft, ironwork, a multipurpose training room, a room dedicated to the continuous training of craftsmen, a multimedia room, an exhibition room, and a retail space for the sale of products.

This center is developed in partnership with the **Mohammed V Foundation for Solidarity** and the Ministry of Handicraft and the Social Solidarity Economy for a total budget of **8 Million Dirhams**.

SUSTAINABLE DEVELOPMENT

THE PROMOTION OF VERY SMALL ENTERPRISES

01. Center for Very Small Solidarity Enterprises in Fes

This center builds on the extension of the VSE centers network initiated by the **Mohammed V Foundation for Solidarity**. Its aim is to support the creation and development of very small enterprises, among young project promoters from needy families and who have proven entrepreneurial capacities and professional skills.

This new center, launched by **His Majesty the King Mohammed VI**, May God Assist Him, in January 2015, mobilized a total investment of **35 Million Dirhams**. Its service offering intended for VSEs includes three main services : temporary accommodation within the equipped facilities, as well as the training and support to ensure the sustainability and the development of the created businesses.

Built on **9 000 m²**, the center for Solidarity VSEs in Fes will host **55** manufacturing enterprises and **25** companies specialized in services, conference and training rooms, as well as other technical and administrative dependencies.

The management of this center will be entrusted to the management association of the Center for Very Small Solidarity Enterprises in Fes.

02. Center for Very Small Solidarity Enterprises in Oujda

This center which is the 3rd of its kind after those opened in Casablanca and in Fes, aims to support the creation and the development of very small enterprises to the benefit of young project promoters from deprived families and who have definite entrepreneurial capacities and professional skills. The center builds on an approach which promotes self-employment among youth, and the fight against poverty and unemployment of this fringe of society.

The premises include **34** business spaces destined for manufacturing VSEs, **16** offices for companies specialized in services as well as training rooms. It required a total budget of **20 Million Dirhams**.





PROGRAM FOR INCOME GENERATING ACTIVITIES

The creation and the promotion of Income Generating Activities (IGA) are integrally tied to the actions and the activities carried out by the **Mohammed V Foundation for Solidarity**. The aim is to contribute to the integration of underprivileged populations in the economic spheres and to the improvement of their social conditions. The 2015 action plan provides for the launch and the construction of five projects linked to income generating activities.

01. Commercial Area of the Solidary Microenterprise in Salé

Launched in Salé in June 2015 by **His Majesty the King Mohammed VI**, May God Assist Him, this new commercial space for solidarity micro-enterprises aims to support the sales of products of micro-enterprises and the valorization of marketed products. It aims to provide better market access and an opening up to possible partners, in addition to ensure the sustainability of the income of the beneficiaries who may also undertake training sessions in the fields of marketing, communication and product quality.

Carried out as a partnership between the Foundation and the Prefecture Council of Salé across an area of **10 600 m²**, this commercial space will host **88** exhibition stalls, a communication and sales support unit, as well as other services.

02. Valorization Unit of Aromatic and Medicinal Plants in Dardara, Province of Chefchaouen

The mission of this project is the valorization of aromatic and medicinal plants of the Chefchaouen province through the creation of income-generating activities for the deprived populations, particularly women in difficult situations.

This unit will include a room for the receipt of raw materials (plants), a workshop for the distillation of the aromatic and medicinal plants, a testing laboratory, a room for product packaging, an administrative unit as well as a literacy-training room.

This unit will be managed by the Amlay cooperative of aromatic and medicinal plants of Dardara, Chefchaouen Province.

The cost of this unit is **2.5 Million Dirhams**.

03. Purpose-built Commercial Premises for Cobblers in Oujda

This area was set up to improve the working conditions of cobblers, to better organize and valorize the handicraft activities of the city of Oujda. Furthermore, it seeks to contribute to urban upgrading and planning. It will accommodate **64** beneficiary cobblers.

The fit-up of these premises, located on Sidi Abdelwahab Square, required a financing of **2 Million Dirhams**, which was covered by the **Mohammed V Foundation for Solidarity**.

04. Support Program for IGAs Completed in 2015

Within the framework of the support program for IGAs and the promotion of self-employment, the **Foundation** completed **227** projects in various regions in the Kingdom for **1 838** deprived families. These projects required an investment of **6.4 Million Dirhams**.

The projects, out of a total of **227** launched projects, are spread across several activity areas. There are **14** projects in agriculture and valorization of local products for cooperatives and associations, **6** handicraft projects for cooperatives and associations, and **207** projects for promoting self-employment in favor of the youth and women from various trades (construction, bakery, pastry,...)



SUSTAINABLE DEVELOPMENT



BREAKDOWN OF INCOME GENERATING ACTIVITIES BY TYPE OF ACTIVITY IN THE DIFFERENT REGIONS OF MOROCCO

LOCATION	TYPE OF ACTIVITY	BENEFICIARIES
ORIENTAL REGION AND AI HOCEIMA	• Promotion of self-employment amongst the young graduates from vocational training centers in the construction trades	177
FES	• Tailoring-sewing	14
	• Wood carpentry	146
MEKNES	• Milk collection and sales	30
	• Production of vinegar	14
BOULMANE	• Milk collection and sales	607
	• Beekeeping	12
IFRANE	• Tailoring and sewing	26
TAZA	• Processing of olives	109
TAOUNATE	• Milk collection and sales	73
MY YACOUB	• Couscous production and sales	7
MIDELT	• Arboriculture (Apple trees)	130
BENI MELLAL	• Equipping of a poultry unit	09
RABAT	• Supporting women and the youth for self-employment	30
AIN AOUA	• Supporting a cooperative for couscous and pastry production	50
ROMMANI	• Milk collection and sales	168
TINGHIR	• Equipping of a rose distillation unit in Boumalene	25
TATA	• Supporting a dates processing unit	14
TAROUDANT	• Equipping of a soap making unit	48
	• Valorization of henna	61
SIDI IFNI	• Equipping of a cactus oil production unit	26
	• Bee breeding	16
TIZNIT	• Equipping of a Jewelry workshop	30
	• Bee breeding	16
TOTAL	227 IGAs	1 838



05. IGA Program in Identification

This is a program that primarily targets project promoters, persons who have completed the programs in the centers of the **Foundation**. It aims to support the identification and the setting up of projects, the

granting of supplies to begin operations as well as training and support in order to ensure the longevity and sustainability of the projects launched.

The carrying out of this program will mobilize an investment of **7 Million Dirhams**.



HUMANITARIAN ACTIONS

HUMANITARIAN ACTIONS



2015 MARHABA OPERATION

The **Mohammed V Foundation for Solidarity** has implemented, starting from its first years of operations, a big one-of-a-kind humanitarian operation which consists in supporting the travels of almost **2 million** Moroccans between their country of residence and their country of origin during the summer period.

In accordance with the High Royal Guidelines, the **Foundation** contributes, in partnership with several players from the public and private sectors, to organizing this operation called Marhaba which was carried out over the course of almost 4 months from June 5, 2015 to September 15, 2015.

Significant human and logistical resources have been implemented to cover the **17** welcoming areas of the **Foundation**, as well as the central coordination office. Hence, **495** social workers, **117** physicians, **108** nurses, 39 paramedics and **112** temporary workers were mobilized for the 2015 Marhaba edition. Furthermore, other resources have been deployed, namely **9** ambulances including a new vehicle, and have been made available to the delegation of the Ministry of Health of the Chefchaouen Province so as to support the welcoming services at the Jebha resting area.

At the national level, the welcoming sites of the **Foundation** were installed in the various entry and exit points, namely : the ports of Tanger Med, Béni Nsar in Nador and Al Hoceïma, the airports of Casablanca - Mohammed V, Fés-Saïss, Oujda Angad, Agadir Al Massira, the entrances of Bab Sebta and Bab Méllila, the resting areas Tanger Méditerranée, Taourirt, Tazaghine and the resting area Jebha, which was put into service for the first time this summer.

At the international level, the various sites made available to the Moroccan community residing abroad are located in Almeria and Algeciras in Spain, in Sète, France and in Genova, Italy.

Presence is provided **24/7** by the social workers, physicians, paramedical managers and volunteers, in order to guarantee our fellow citizens abroad satisfactory and optimal transit conditions (assistance, information and relief).

The 2015 Marhaba edition welcomed **2 474 348** Moroccans residing abroad ,who returned to the country for their holidays. A significant number benefited from the welcoming assistance and services ; **80 266** including **15 350** have benefited from medical aid of various sorts and **105** cases have required an evacuation to the neighboring provincial hospitals.

This same edition went through the construction of a new welcoming area in the commune of Al Jebha, Chefchaouen province, across an area of 3 hectares. It was fit-up in such a way as to offer a space entirely dedicated to MREs, comprising administrative premises for them to be welcomed and supported by social workers, a medical unit, a lounge, a café-restaurant, premises dedicated to police on duty during the summer, a prayer room, a playground and parking. It also includes housing for the social workers and the medical and paramedical staff.

The fit up of this space required a budget of **8 Million Dirhams**.

As to the Méditerranée resting area in Tangier, a new shaded area was fit-up in order to regulate the flow of passengers leaving Morocco and to avoid the congestion of the port during the peak periods.

The arrangements for handling coaches have also enabled to manage the wait of passengers, by providing them with all the necessary services and amenities.





1436 RAMADAN OPERATION

Just like the previous years and pursuant to the High Royal Solicitude towards the deprived, the 1436 Ramadan Operation eased the burden on families suffering from precariousness, in particular widows, the elderly and people with disabilities.

The launch of this operation for the month of Ramadan 1436 was given by **His Majesty the King Mohammed VI**, May God Assist Him, on June 18, 2015, or the 1st day of this sacred month, in the Al Youssoufia neighborhood in Rabat.

Organized with the support of the Ministries of the Interior, the Habous and Islamic Affairs, this operation benefited **83** provinces and prefectures in the Kingdom. Almost **2 369 500** people have thus benefited from this upsurge of solidarity. This volume represents almost **473 000** families, including **403 000** living in rural areas. Every household received a basket with **10** kg of flour, **5** liters of oil, **4** kg of sugar and **250** g of tea.

The total cost of this operation was around **55 Million Dirhams**.

For the efficient running of this operation, the **Foundation** mobilized significant resources, including social workers, agents of National Aid and National Promotion and temporary workers.

Moreover, two organization committees were set up to ensure implementation : one is provincial and headed by the Representative from National Aid, and the other is local and its mission is to identify beneficiaries, monitor the supply of the centers and the distribution of the commodities.

Quality control of distributed products has also been conducted by the National Office for the Sanitary Safety of Food Products (ONSSA), to protect human health. As for audit control, it is carried out by the Professional Association of Moroccan Banks (GPBM), the General Treasury of the Kingdom and Barid Al Maghrib.

2015 FREEZING COLD HUMANITARIAN OPERATION

Early 2015 was marked by unprecedented adverse weather conditions and snowfall since twenty years. Hence, some regions in the oriental region, the Middle Atlas and Great Atlas were completely trapped and isolated, as a result of the harsh climate conditions and deterioration of roads and tracks.

Thus, the **Mohammed V Foundation for Solidarity** undertook, in close collaboration with the various players (local authorities, police, auxiliary forces...) several actions aimed at bringing food and clothing aid to the populations of the **371** douars from the **24** communes of the Midelt,

Beni Mellal, Taroudant, Figuig, Jerrada, Azilal and Missour provinces.

A food allocation and clothing were given to every household. Each allocation hence comprised 5 kg of chickpeas, **5 kg of lentils, 5 kg of white beans, 5 kg of sugar, 500 g of tea, 500 g of salt, 5 liters of oil, 2.4 kg of milk powder, clothing items and 2 blankets.**

The 2015 edition of this operation had an outreach to **14 897** households.

It required a total budget of **2.8 Million Dirhams**.



SUPPORT
TO SOCIAL ACTORS

SUPPORT TO SOCIAL ACTORS



SUPPORT TO ASSOCIATIONS

The **Foundation** devotes considerable attention to the strengthening of the voluntary sector, given the role it plays with the target populations. Its closeness, know-how and availability make the associations network a key player for the success of social projects.

The **Foundation** offers permanent support to associations in the form of financial grants and technical and logistical equipment to help the facilities carry out their projects. It also contributes to their institutional, technical, and management strengthening.

At the launch of the 2015 National Solidarity Campaign, **His Majesty the King Mohammed VI**, May God Assist Him, handed out cheques with a total value of **2.9 Million Dirhams** to twenty-two associations and cooperatives.

List of beneficiary associations

- Annour Cooperative in Boulemane
- Tafaut Cooperative in Taroudant
- Afoulki Ait Baâmrân Agricultural Cooperative in Sidi Ifni
- Youth Challenge Artisanal Cooperative in Tiznit
- Tizoua Women's Cooperative for Bee Breeding in Figuig
- Tafensa Association for Aid and Development in Al Hoceïma
- Association of Solidarity Action in Taounate
- Al Baraka Association in Taounate
- Tidrine Association for Rural Women in Guercif
- Oxygen for Women and Children Association in Ouarzazate

- Al Manal Association for Female Insertion in Al Hoceïma
- Moubadarat Association in Oujda
- League for Child Protection, Guelmîme Section
- League for Child Protection, Tan-Tan Section
- Tichka Association in Ouarzazate
- Naouss Association for Women and Children in a Precarious Situation in Souk Laârbââ
- Social Development Forum in Ouarzazate
- Majliss Dar Chabab Association in Ouarzazate
- Youth without Borders Association Tadart Anza Agadir
- Attadamoune Association of Children with Special Needs - in Taza
- Al Wifak Association for People with Disabilities
- Al Hamd Association of Haemodialysis and Chronic Diseases in Sidi Kacem

Moreover, and in order to support the missions of the community departments of addiction centers, the Foundation gave grants to the six associations that manage the centers in Rabat, Oujda, Marrakech, Nador, Tétouane and Tangier. These grants amount to **1.67 Million Dirhams**.

Finally, on the occasion of the inauguration of the training and facilitation center of the Al Ounk associations network in Casablanca by **His Majesty the King Mohammed VI**, May God Assist Him, twenty-two associations received IT equipment valued at **1.82 Million Dirhams**.



TRAINING PROGRAMS AND SOCIAL ENGINEERING

The actions of the training and social engineering area are guided by an approach based on four main lines for action :

Innovation, through research and the use of new approaches in training and support :

- Learning by doing (moderation material of the training sessions) ;
- The mobilization of German expertise, GIZ :
 - TAM III Project : Taahil Al Moukawala,
 - Project for the employment of the youth in rural areas,
 - Environmental management and protection program.

Convergence on the field, with the various players in the social arena, in order to enable the various partner associations and cooperatives to seize the local opportunities. This convergence is concretized through the mobilization of the Departments of social affairs of

the great Casablanca region (DAS-INDH), and the Social Development Agency (ADS) for the implementation of a joint training program within the Training and facilitation center of the associations networks in Hay AL Ounk in Casablanca ;

The Consolidation of the Foundation's actions and efforts in terms of IGAs and entrepreneurship through the development of tools, references and specific practices for the Foundation's target population :

- Construction of the « entrepreneurship units » concept ;
- Implementation of the Business Edge program with the Center of Young Leaders (CJD).

The Regionalization of the training and support programs, by way of the establishment of diagnoses that have led to regional training and support plans for the partner associations and cooperatives.

SUPPORT TO SOCIAL ACTORS



01. Two Prominent Projects in 2015

A Foundation's measure for the creation and support of VSEs : the concept of entrepreneurship units.

The **Mohammed V Foundation for Solidarity** launched a pilot experiment to test a support package for the creation of VSEs in two of its centers in Casablanca. The goal is to offer full support services for women and youth who have completed the training program of the **Foundation's** centers and who wish to be empowered to create economic activities that generate income and jobs.

This experiment has enabled the development of 4 support tools :

- A procedures manual to establish an entrepreneurship unit in a training facility of the **Foundation** (youth center, training and qualifications center for women, crafts center, vocational training center...);
- An « Al Mouwakib » application, dedicated to monitoring support actions of entrepreneurs and their economic projects ;
- A training program for facilitators of VSEs (junior consultants). A training that's certified by CEFE International, the German body ;
- A coaching and support program for VSEs, through a complete offering.

ERRACHIDIA SESSION

As part of the **Foundation's** efforts to train and support socio-professional project promoters, who have completed the training programs in its centers in the various trades, an agreement was signed between the **Mohammed V Foundation for Solidarity** and the Center for Young Leaders (CJD- Nonprofit).

The program aims to support young entrepreneurs in the various development phases of their companies and contribute to strengthen their management skills. The CJD has a training kit composed of **50** « Business Edge » modules. The program is steered by company managers who coach the youth in the start-up phase.

MEKNES SESSION

Within this framework, training sessions were organized for young entrepreneurs in the construction sector in Casablanca, Meknes and Errachidia. The youth received the technical and financial support of the **Foundation** to create their VSEs. Another session was held in November 2015 in Midelt, for the VSEs in Khénifra and Midelt.





02. Actions and Training Workshops

Two major areas were covered by the 2015 activity : training/support and the program for meeting and exchanging information.

- Capacity building for the managers of the **Foundation** is an ongoing process. A training session for the Foundation's managers and those of the training centers in the crafts trades was held in March. This training is focused on the Nucleus approach, which is based on the grouping of very small enterprises that combine and pool their efforts, by benefiting together from the support services of a certified facilitator as well as from the technical expertise and coaching by other enterprises.
- The joint training program, between the **Mohammed V Foundation for Solidarity** and the INDH in Midelt, is a convergence process with a strong impact on the players and the social facilities of the two partners. Among the actions carried out in 2015, two training sessions were conducted for **60** local associations and cooperatives actors. The training programs were on the administrative and accounting management of associations, as well as communication and electronic commerce of the products of incomegenerating activities.

As part of the regional training and support programs initiated by the **Foundation** in 2015, a training session

for the **Foundation's** partner associations in the Rabat-Kenitra region was also held in March 2015, at the Solidarity Community Center. « Managing a community center : the basics » was the theme addressed by the managers of the **Foundation's** community centers.

03. Annual Meetings for Exchanges and Information

The regional training and support program of the **Foundation's** facilities is based on a participatory and concerted diagnosis. The key moment of this diagnosis is the annual meeting for exchanges and information, which gathers all the project managers of the **Foundation** in one region. Its goals are :

- To assess the situation in the **Foundation's** regional centers in terms of training and support needs,
- To enable the various partners to exchange and debate with each other about their experiences,
- And to establish a regional training and support plan.

During 2015, four regional meetings took place in Casablanca, Ouarzazate, Tangier and Fes, to which 210 players have participated.

SUPPORT TO SOCIAL ACTORS



TRAINING SESSIONS CONDUCTED BY THE PARTNERS



The Solidarity Community Center in Bouknadel has made available to the associations a multi-area welcoming platform, thus enabling them to organize training sessions, seminars, and host various events for their managers and members. The center hence provides access to training areas, an auditorium, welcoming, accommodation, and catering facilities.

In 2015, the center hosted **twenty-four** training sessions conducted by the social partners for **812** participants. The training sessions focused on various areas including entrepreneurship, project set-up, IGAs, collection techniques for microcredit agents, management and project management

HOLIDAY CAMPS

For the fifth consecutive year, the **Foundation** organized, from July 27 to August 9, 2015, a holiday camp at the Solidarity Community Center of Bouknadel for the youth from the **Foundation's** welcoming facilities across the Kingdom.

This solidarity action has enabled the youth to discover new areas for their personal development and to share moments of leisure and relaxation. It is hence that **57** youth from Oujda, Taounate and Immouzer Kander, were able to benefit from the program's activities.



MONITORING THE FOUNDATION'S PROJECTS

As part of the missions assigned to it, the monitoring unit conducted, in 2015 :

- Twenty missions that targeted new centers suffering from management issues, on the basis of reports addressed to the **Foundation** by the regional project managers that state the need for the unit to intervene ;
- And the monitoring of the implementation as well as the implementation of recovery plans for the centers that were assessed in 2014. This monitoring was performed in collaboration with the regional project managers that ensure the operationalizing of actions to be undertaken.

Some shortcomings have been observed during the monitoring missions. These are due to a number of identified issues, namely :

- A slacking off of the volunteers and conflicts arising between members of the offices of managing associations ;
- A lack of professionalism of the members of the offices in the field of association management ;
- An absence of financial resources ;
- A deficit in specialized human resources ;
- A lack of equipment, particularly IT equipment ;
- A degradation of the state of the building (old).

Corrective measures have been taken, on instructions from the Board of Directors, according to the issues observed. They can be summed up as follows :

- An exceptional grant by the **Foundation** for restarting the activities of the center ;
- Granting IT equipment to associations ;
- Planning of the rehabilitation and layout of the buildings of the center (old) ;
- Strengthening of the offices of the associations by new members that have the required expertise ;
- Procedures with public stakeholders to make managers available to the associations, in order to ensure the management of the centers. To that end, National Aid has made senior managers available to 3 associations ;
- Interventions with local authorities to honor their financial commitments within the framework of partnership agreements ;
- Interventions with the Cooperation Development Office to create and train members of cooperatives ;
- Planning by the **Foundation** of training cycles for the members of the offices of the associations and their human resources.

In the cases where slackness from the managing association or the cooperative was observed in the implementation of the recovery plan, the Foundation terminated the partnership agreement with the association or cooperative. The management was transferred to new associations or cooperatives.



SELF-MANAGED FACILITIES

SELF-MANAGED FACILITIES

NATIONAL MOHAMMED VI CENTER FOR PEOPLE WITH DISABILITIES

For 2015, the guidelines of the action plan of the National Mohammed VI Center for People with Disabilities (CNMH), as approved during the meeting of the Board of Directors held in April 2015, were focused on two main pillars :

- The consolidation of achievements and the exchange of experiences and best practices ;
- The strengthening of the technical facilities of the CNMH.

01. The 2015 Key Performance Indicators of the Five CNMH Facilities

- In 2015, the medical-social areas of the CNMH of Salé and of the four regional sections - Safi, Fes, Oujda and Marrakech - covered the costs of **7 176** patients in medical consultations, all specialties included, carried out **29 804** rehabilitation sessions (speech therapy, psychomotricity, physical therapy, oculomotor therapy), manufactured **146** orthopedic devices, and covered the costs of **3 212** beneficiaries of dental practices services ;
- At the level of the center's socio-educational areas in Salé and the regional sections, **873** beneficiaries of educational, cultural, and artistic assistance were recorded during the annual activity ;

- In terms of sports, **1 279** beneficiaries of sporting activities, all disciplines included (sports hall, indoor pool, weight room), were recorded at the center in Salé and the regional sections ;
- **115** young trainees were enrolled in vocational training adapted to people with a mental disability, at the center in Salé and at the two regional sections of Marrakech and Fes ;
- Finally, **5 048** beneficiaries of social assistance were reported at the social bureau of the center in Salé and the regional sections.

With a view to improve the quality of services at the level of the various welcoming facilities of the CNMH, the services offered in these facilities were enhanced in terms of quantity and quality, through the following achievements :

- the opening of a dental practice in Oujda and Safi ;
- the upgrading of the technical platform in the pools of Oujda, Marrakech and Safi ;
- the launch of vocational training in Safi and Oujda ;
- the reinforcement of the CNMH's human resources by the allocation of specialized educators, health care staff and trainers in vocational training.





02. Main Social, Cultural, Artistic, Educational, Medical, Sports and Vocational Training Events in 2015

A. *Strengthening of the CNMH's Activities*

Under the High Patronage of **His Majesty the King Mohammed VI**, May God Assist Him, the CNMH organized the 7th National Disability Forum from March 31 to April 03, 2015 under the theme « Socio professional integration of people with mental disabilities : the legal and regulatory aspects ». More than **1 800** people participated in this forum.

On June 24, 2015, **His Majesty the King Mohammed VI**, May God Assist Him, presided over the launch of the operation for the distribution of orthopedic devices in Hay Nahda in Rabat. Manufactured in the fitting workshop of the National Center in Salé, they were distributed among **29** beneficiaries with disabilities, from the various cities of the Rabat - Salé - Zemmour - Zaer region. At the same time, **His Majesty the King Mohammed VI**, May God Assist Him, also handed out **100** mechanical wheelchairs and **7** electric wheelchairs to needy beneficiaries with motor disabilities, who are members of the CNMH's partner associations in the city of Rabat.

Finally, the CNMH participated in organizing and facilitating the national health and disabilities forum, organized in October 2015 by the Ministry of Health in partnership with the **Mohammed V Foundation for Solidarity** and the Ministry of Solidarity, the Family, and Women and Social Development, on the occasion of the launch of the national health and disabilities strategy.

B. *Concretization of the Policy for Promoting Employment of People with Disabilities*

2015 represents the second implementation year of the program of socio professional integration of the persons who have completed the vocational training program of the CNMH. Launched in January 2014, with the technical and financial support of the **Mohammed V Foundation for Solidarity** and in partnership with the association of Parents and Guardians of Children with Down Syndrome, this phase of the program has enabled the integration

of **18** persons having completed the vocational training program into real work situations.

2015 was also marked by the approval of the innovative national model project « Center for Integration and Aid through Work », by the Board of Directors of the Management Foundation of the CNMH. Its implementation will be carried out by the **Mohammed V Foundation for Solidarity**, with the technical and financial support of Members of the Board of Directors of the management Foundation of the CNMH.

C. *Development of Capacity and Partnerships*

2015 was marked by the signing of partnership agreements with :

- The four University Hospitals (Rabat, Fes, Oujda and Marrakech) ;
- The Faculty of Literature and Humanities in Mohammedia ;
- The Rabat - Salé - Zemmour - Zaer Region and the Brussels Capital Region.

On this same occasion, the CNMH, in partnership with the Hope Bridge Association, proceeded to assembling and distributing **300** wheelchairs that are suited to needy people with physical disabilities.

With regards to training and capacity building of its staff and partner players that work in the field of disabilities, the Center facilitated a training session in October 2015 for **32** Gabonese educators, in the field of integrated down syndrome and autism care, in partnership with the Ministry of Health and the Ministry of the Interior.

The sports clubs of the five facilities of the CNMH have also participated in the various sporting events, organized by the Special Olympics Morocco and the Royal Sports Federation for people with disabilities. The basketball players of the CNMH sports club have thus won the male basketball cup organized in October 2015 in Fes. Moreover, the women players of the sports club of the regional section of the CNMH of Safi won the female basketball cup.

SELF-MANAGED FACILITIES



TRAINING AND QUALIFICATION CENTER IN HANDICRAFT TRADES – FES

The Training and Qualification Center in Handicraft Trades of Fes is ingrained in its environment, as a main actor in apprenticeship training in the field of handicrafts, and as a must-see site for national and foreign visitors of the city of Fes. Indeed, it is characterized by the diversity and cultural authenticity of the trades that are offered, as well as by the quality of the products that are produced there and the friendly setting it offers its visitors.

01. Apprenticeship Training

In the 2015 training year, the center welcomed **463 apprentices in 24 trades, in 6 activity sectors : textile, metals, wood, leather, pottery, and plant-based materials.**

138 enterprises have thus supervised the practical training of the apprentices, **25** inside the center and **113** outside.

The number of persons who have successfully completed the program is **275**.

At the same time, and within the framework of the development of learning materials, the center developed **14** multimedia training programs that were made available online, with direct access for the apprentices. These materials were developed with the assistance of external expertise.

This operation, financed by the Department of Vocational Training, was carried out in close collaboration with the Ministry of Handicrafts and the Social and Solidarity Economy.

02. Continuous Training of Craftsmen

The center continues to conduct targeted continuous training actions. Within this framework, over 220 craftsmen and trainers benefited from a dozen training actions, in various fields such as : IT (software and office automation), the underpinning and tools of the Competency-based Approach (APC), communication in French and functional literacy, communication in English, traditional couture, carpet weaving, embroidery and tapestry.

03. Supporting the Apprentices and Persons Having Completed the Program

Within the framework of supporting the apprentices and persons having completed the program for integration into the workforce, and project promoters for the creation of very small enterprises (VSEs), the center organized the following actions :

- **7** job search workshops for **149** apprentices and persons having completed the program ;
- **3** awareness-raising workshops on creating enterprises for **93** apprentices and persons having completed the program.

The unit that monitors the persons having completed the program, domiciled in the center, is also responsible for monitoring VSE creation projects financed by the INDH. Within this framework, **42** project promoters were supported, and as a result **8 VSEs** were created.





04. The Center's National and International Relationships

As part of opening the center onto its environment, relationships were established with several national and international training institutions. This opening fits into the sharing of knowledge and know-how, through the organization of short training and awareness-raising actions on craft trades, or guided tours of the training workshops. Partnerships were established with institutions such as the University of Amsterdam in the Netherlands, the MFR PUYLOUBIER in France, Al Akhawayan University, Jean de la Fontaine Middle School of the French school in Fes, as well as a dozen middle schools and high schools in the city of Fes.

The center also opened to the associations networks of the city and the region, to train craftswomen of the associations, and to help them market their products.

05. Marketing the Products of Craftsmen and Apprentices

The center, an integral part of the tourist circuits of the city of Fes, welcomes a large number of visitors and tourists, especially foreign ones. It therefore has information services dedicated to craft trades, as well as showrooms reserved for selling the products of the craftsmen and apprentices of the center.

06. Encouragement of Youth Creativity

The center has a support unit for research and innovation. It offers the center's apprentices training sessions on concepts and techniques of creativity and innovation, design, computer-aided design and the analysis of product development.

SELF-MANAGED FACILITIES



TRAINING AND QUALIFICATION CENTER IN HANDICRAFT TRADES-MARRAKECH

Just like the center of Fes with its national outreach and the center of Salé with its regional outreach, the center in Marrakech continues its mission of valorization and qualification of handicraft trades, for craftsmen and master craftsmen, in order to ensure their better social and professional integration.

A reference center in the Southern region, it deploys its activity through :

- The training and qualification of the youth in twenty-two craft trades, by way of apprenticeship training ;
- The organization of continuous training sessions for craftsmen and trainers ;
- The development of relations with the entrepreneurial fabric to create high value-added projects ;
- The provision of assistance for youth integration into the workforce ;
- The preservation of trades which are dying out ;
- Job creation ;
- And the promotion and marketing of the products of apprentices.

The exchange of experiences and know-how being vital levers of success, the center has made the development of partnerships, both at the national and international levels, an important part of its activity.

01. Apprenticeship training

Within the framework of the 2015 activity, **418** apprentices benefited from the apprenticeship training program, **110** of which were trained internally and **308** externally with the craftsmen. The apprenticeship trades covered **6** sectors, and the supervision of the apprentices was carried out by **185** trainer craftsmen.

BREAKDOWN BY ACTIVITY SECTOR OF PERSONS HAVING COMPLETED THE PROGRAM

TEXTILE	METALS	WOOD	POTTERY	LEATHER	PLANT-BASED MATERIAL
312	31	31	23	18	3





The class of 2015, composed primarily of women (71% of apprenticeship completions, corresponding to 296 individuals) has hence been awarded 324 specialist diplomas and 94 certificates of apprenticeship.

For the class of January 2016, the center is forecasting 300 completions, including 245 women and 55 men.

02. Other Training Sessions

The center continues to carry out targeted actions in terms of continuous training. It has hence organized various sessions, which addressed teacher training, and topics such as electric safety, maintenance and security, design and innovation, and the apprenticeship training scheme.

It has also set up 10 training and awareness-raising sessions for the apprentices. These sessions were supervised by the National Agency for the Promotion of Employment and Skills (ANAPEC).

Within the framework of partnerships related to the sharing of know-how and skills, the center housed training sessions in favor of 20 craftsmen from Morocco, Algeria, Tunisia, Egypt, and Jordan, in collaboration with the Organization of the Observatory of the Sahara and the Sahel and the Jordanian Fund.

03. Integration of Persons Having Completed the Training Program

Within the framework of the cooperation with the ANAPEC and the Regional Investment Center, the center organized awareness-raising, training, and integration sessions for persons having completed its training program. These sessions addressed the creation of small and medium enterprises, the creation of cooperatives and the exploration of craft businesses.

04. Marketing of Handicraft Products

Marrakech being a tourist destination that is popular amongst both national and international tourists, the center attracts many visitors of various nationalities. It thus schedules sessions to discover the various trades that are offered, as well as handicraft products displayed in the showrooms.

Moreover, within the framework of the promotional events organized by the Ministry of Handicrafts and the Social and Solidarity Economy in various Moroccan cities and abroad, the center intervenes as a partner through the participation of craftsmen in the various exhibitions held in Marrakech, Casablanca, Fes and Germany.

SELF-MANAGED FACILITIES

TRAINING AND QUALIFICATION CENTER IN HANDICRAFT TRADES IN SALÉ, CFQMAS

A regional platform dedicated to the valorization and preservation of craft trades, the center in Salé continues to fulfill its mission, by actively working in the following areas of intervention :

- The training and qualification of the youth in handicraft trades by way of an apprenticeship training program ;
- Continuous training sessions for craftsmen ;
- Support in marketing handicraft products ;
- Support in the integration into the job market of persons who have completed the trainings ;
- And the preservation of trades which are dying out.

01. Initial Training Section

For the 2015 training year, the center registered 177 apprentices, who enrolled in 10 sectors amongst the

trades taught at the establishment.

BREAKDOWN OF ENROLLMENTS PER SECTOR

TRADITIONAL COUTURE	TAPESTRY	WROUGHT IRONWORK	WOOD CARVING	ZELLIGE	POTTERY	PLASTER SCULPTURE	WICKERWORK	TAILORING AND SEWING	LEATHER CLOTHING
35	26	21	25	7	10	24	20	5	4

This year, the number of trainees enrolled has increased by 25% compared with last year.

AS TO THE PERSONS WHO HAVE SUCCESSFULLY COMPLETED THE PROGRAM, THE FIGURE STANDS AT 126 IN 11 SECTORS

TRADITIONAL COUTURE	TAPESTRY	WROUGHT IRONWORK	WOOD CARVING	ZELLIGE	POTTERY	PLASTER SCULPTURE	TAILORING AND SEWING	LEATHER CLOTHING	CARPET	CARPENTRY
40	24	14	16	8	7	6	4	3	2	2

02. Continuous training section

The CFQMAS organized various continuous training sessions for the craftsmen and apprentices in various sectors. The craftsmen have thus benefited from sessions in terms of design and couture, accounting, IT, as well as training on law 112/12 on the creation of cooperatives and the apprenticeship program scheme.

As for the apprentices, they were trained in the pottery trade, and in particular in everything related to plastermodels and company creation. They also attended awareness-raising sessions on job searching and project financing.

These training programs were facilitated by the ANAPEC, OFPPT and the Sala Mobadara Association.



MOHAMMED VI SUPPORT CENTER FOR SOLIDARITY MICROFINANCE, CMS

The Mohammed VI Support Center for Solidarity Microfinance (CMS), a key player and preferred partner of the Microfinance sector in Morocco, started launching and consolidating important projects in its fields of intervention. It has hence given its support to Moroccan Micro-Credit Associations (AMC) to carry out their social missions, and to their beneficiaries to ensure the sustainability of their projects as well as to improve the marketing conditions of their products.

01. Training Program

The Center has continued to consolidate its program as a support, proximity, assistance and advisory platform, both for AMCs as well as their beneficiaries.

It was able to obtain international recognition as a training center capable of supporting microfinance players in their certification process in « Social Performance » and « Customer Protection ».

It has also planned training actions for Micro-Finance Institutions (MFI) in Africa and the Maghreb.

Hence, in 2015, **3 591** people, including **1 455** micro-entrepreneurs and over **2 000** AMC agents, were able to benefit from the Center's training program.

Just like the previous years, the Center conducted inter-AMC engineering, which is used as the basis for developing its training plan for agents in the sector. It also carried out customized engineering actions to the benefit of some AMCs.

The training program was marked by the strengthening of the international partnership, by way of the establishment of several partnerships in particular with Smart Campaign, Social Performance Task Force -SPTF-, Training Center for the Banking Profession CFPB -France-, ADA Luxembourg, the Agency for International Cooperation -ACIM-, Microfact, the United Nations Foundation for Food & Agriculture -FAO-, Frankfurt School...

At the end of 2015, the total number of beneficiaries of the Center's Training actions stood at **31 547**, for cumulative Vocational Training Days (VTD) in excess of **84 443** days.

SUMMARY OF THE 2015 TRAINING ACTIONS OF THE CMS BY BENEFICIARY

NAME	N° OF DAYS	N° OF ROOMS	PEOPLE	VTD* OR NDI**
Specific Training Programs at CMS - Vocational Training -	118	26	325	1 045
Master Expertise in Micro-finance & Development - Class of 2013-2015 & Class of 2014-2016 -	105	24	45	2 379
Linkden de Frankfurt School training cycle	480	-	7	800
Actions facilitated by AMCs organized by the CMS	271	73	1 759	7 557
Training of micro-entrepreneurs	5	-	1 455	1 455
Total 2015	279	123	3 591	13 236

* VTD : Vocational Training Days (Days of Training x People).

** NDI : Number of Days of Intervention.

SELF-MANAGED FACILITIES



02. Supporting Micro-entrepreneurs :

Promotion of Micro-enterprise & Marketing Support

The Center has continued its program to support and assist micro-entrepreneurs, with the goal to promote their micro-enterprises and provide support for marketing their products and services.

It has hence organized 7 regional events : in Berrechid, Safi, Meknes, Tiznit, Chefchaouen, Casablanca and Oujda, in collaboration with the AMCs, the local authorities and the various socio-economic players.

The micro-entrepreneurs that participated in these events, **1 590** (+23% compared with 2014), benefited from free exhibition stands for their products, as well as training programs provided by the CMS and its partners, on proximity coaching and sales coaching.

Additionally, within the framework of supporting the marketing of products of micro-enterprises, **His Majesty the King Mohammed VI**, May God Assist Him, laid the first foundation stone, on 20 June 2015, of the « Commercial Space of the SolidarityMicro-enterprise » in Sale. This commercialization space, which is the fruit of a partnership between the **Mohammed V Foundation for Solidarity** and the CMS, will host **88** exhibition stands. The beneficiaries will be able to undertake special training sessions there.

With regards to the « Training program for micro-entrepreneurs », **1 455** people benefited from training sessions aimed at strengthening their management, behavioral and technical skills. The training program on « Financial Education » attracted the largest number of participants to its training sessions for the fourth consecutive year.

Other substantial actions in terms of the Center's supporting micro-entrepreneurs have been carried out :

- Organization of exhibition-sales areas and training sessions in Financial Education and Women entrepreneurship for the micro-entrepreneur exhibitors who are recipients of microcredit, during the fourth edition of the National Fair of the Social and Solidarity Economy, which took place in Casablanca from October 08 to 17, 2015 ;
- Implementation of a scheme to support the beneficiaries of the regional programs of income generating activities, with the aim of developing their entrepreneurship skills for them to be able to start-up and develop their micro or small enterprises ;
- Participation in the program supporting innovative projects of income generating activities through Micro-credit, under a partnership agreement with the CDG Foundation and the JAÏDA Fund ;
- Signing of a partnership agreement with KAYMU, the online sales platform for free thematic workshops for the micro-entrepreneur members operating in the sector and the booking of an e-commerce space on the platform to create a customized virtual boutique for the Center ;
- Monitoring of the development of micro-entrepreneurs, their « success stories », to measure the impact of microfinance on their living standards in partnership with the Agency for International Cooperation and Local Development in the Mediterranean (ACIM) ;
- **4th edition** of the National Micro-Entrepreneur Award on December in Oujda, in partnership with the FNAM, dedicated to the feats of **30** male and female micro-entrepreneurs prize winners for **7** designated award categories, including the newly created « Reinsertion of detainees ».





03. The Observatory

2015 was marked by the launch and the continuation of sectoral projects, pursuant to the goals laid out by the Center's Board of Directors. This primarily covers the following achievements :

- Operationalization of the « Factsheet » tool, a financial and social performance monitoring instrument of a microfinance institution, preceded by a familiarization process.
- Further elaboration and distribution of the quarterly note analyzing sector trends, made available on the internet portal of CMS and a new model starting from the 3rd quarter 2015.
- Reinforcement of internal communication within the Microfinance sector in Morocco, through the launch of the Center's electronic newsletter, « Flash Info ».
- Implementation of actions for the World Bank's Deauville initiative projects in close collaboration with the FNAM : Preparation of the terms of reference of projects of « Trade Solidarity Group », « e-Learning » and « Strengthening of Financial Education of Micro-entrepreneurs », « Study of the sector's potential » and « Development of tools and conducting an impact assessment study of microfinance in Morocco » ;
- Organization by the CMS :
 - Of a workshop to create a micro-insurance development strategy in Morocco, in partnership with the International Labor Office (ILO), the National Federation of Micro-credit Associations (FNAM) and the Moroccan Federation of Insurance and Reinsurance Companies (FMSAR).
 - Of a roundtable, in partnership with the FNAM, on « Social responsibility and customer protection ».
 - Of a roundtable on the theme « Social performance of AMC's - For the Solidarity of Microfinance with the Beneficiaries », organized on the sidelines of the **4th edition** of the National Micro-Entrepreneur Award in Oujda.

SELF-MANAGED FACILITIES

CENTER FOR VERY SMALL SOLIDARITY ENTERPRISES IN CASABLANCA

His Majesty the King Mohammed VI, May God Assist Him, inaugurated the Center For Very Small Solidarity Enterprises (CVSSE) in Ben M'Sick, Casablanca, which required an investment of nearly **42.6 Million Dirhams**.

The center's mission is to support the creation and development of very small enterprises by young project promoters from needy families and that have entrepreneurial skills and proven professional capacities.

The VSE Center is aimed at social integration and economic development, as well as the promotion of self-employment, by way of the creation of solidarity VSEs and the promotion of entrepreneurial initiatives, by providing quality assistance and support services for the development of young entrepreneurs.

01. Services and benefits provided by the center

The Center offers domiciled VSEs favorable conditions for the creation and development of their activities. These can be divided into 5 main areas :

- Hosting in adequately purpose-built premises ;
- Required professional equipment for start-up ;
- Training to develop entrepreneurial, management and personal competencies ;
- Support services in terms of counsel, monitoring, evaluation and coaching ;
- Professional interactions : participation in exhibitions and fairs, networking and development of partnerships.

02. Eligibility requirements

beneficiaries that promote projects with potential

The center is open to project promoters who, to benefit from the services offering, must meet the eligibility requirements :

- Be between **21** and **35** years old.
- Have an entrepreneurial spirit and proven professional capacities.
- Present a project which by nature can be hosted.
- Be in a precarious situation.

Meeting these conditions gives access to premises of **60 m²**, as well as the necessary material and equipment to launch the project, which average value is **280 000 Dirhams**. In 2015, the center registered **300** files, **34** of which were selected.

03. The activities hosted in the center for solidarity VSEs

ACTIVITY	NUMBER OF CREATED COMPANIES
Metal joinery, wrought iron	3
Wood carpentry and stratidecor	3
Electric, electronic, cabling, and air-conditioning works	5
Aluminum joinery	3
Interior and exterior decoration works	1
Finishing and plaster works	2
Clothing, shoes and leather industry	6
Software development, IT maintenance, IT and web site creation	4
Fiduciary	2
Events, computer graphics and Audio-visual	4
Printing jobs	1





04. The assistance and Support Scheme

The assistance scheme is provided by an expert and multidisciplinary team of counselors, which ensures the deployment of soft skills training, individual coaching as well as performance monitoring of VSEs hosted in the center.

The counselors and facilitators of the center for solidarity VSEs represent a pool of competencies, the main fields of competencies covering sales force, business intelligence, prospection, IT applications, financing (accounting, taxation, banking), commercial image, hiring, staff administration, inventory management, procurement, scheduling and cost analysis.

Below is the outline of services and schemes deployed by the support team :

Pre-creation

- Information and awareness-raising meetings ;
- Project selection and monitoring ;
- Preliminary study of the file ;
- Support in the drawing up and validation of the business plan ;
- Advice for the conduct of market studies, taxation, legal form ;
- Assistance for the facilitation of administrative procedures ;
- Assistance in physical installation.

Post-creation

- Management training (dashboard, team management, inventory management, cash management, initiation to accounting and tax aspects...);
- Sales and business development training :
 - Prospection ;
 - Sales strategy and marketing ;
 - Closing techniques ;
- Personal development ;
- Close monitoring :
 - Evaluation of quarterly KPIs ;
 - Output gap and forecasted Business Plan ;
 - Implementation of an action and recovery plan ;
- Preparation of the exit Business plan :
 - Assistance in the facilitation of administrative procedures and access to land ;
 - Information on financing opportunities and assistance in the drawing up of the post incubation financing plan ;

05. Professional Interactions : Exhibitions, Fairs, Networking, Conventions, Open days...

A. Open Days (JPO) at the CVSSE Under the Theme : Solidarity VSEs, Lever for socio-economic Inclusion

The open days have enabled entrepreneurs to meet sectoral federations, associations, representatives of the General Confederation of Moroccan Companies (CGEM), bankers, and businessmen. The goal is to open up to the social environment and propel the entrepreneurs into the business world.

B. 2015 MABUILD Exhibition

MABUILD, the International Exhibition for construction, construction materials and equipment and infrastructure, is an opportunity to highlight all the skill and knowledge deployed to our young entrepreneurs. It is also the opportunity to provide visibility to their companies, and to forge new business relationships and partnerships.

This event represents an ideal environment for contact with the professional world. Participation in the 2015 edition has hence led to over **200** contacts with professionals, as well as the confirmation of orders and prospects for the center's VSEs.

C. Exhibitions and Fairs

Within the framework of our support mission, the Center for Solidarity VSEs organizes visits to fairs linked to the business activity of the young entrepreneurs :

- SIB (building sector) ;
- VSE Forum (all players linked to VSEs SMEs) ;
- MADECOR (real estate) ;
- MED-IT (NICT- HIGHTECH) ;
- ELECTRITEC (Electricity sector).

SELF-MANAGED FACILITIES

06. Training Actions

TRAINING AND WORKSHOP	NUMBER OF DAYS (estimate)	PROCESS
Procedure to obtain the negative certificate	4	Pre-creation
Entrepreneurship awareness-raising and framing of project ideas	4	
How to draw up one's Business plan	8	
Familiarization with and understanding of the project	2	
Elaboration of a preliminary draft of the business plan	2	
Looking up commercial and financial information on the project	4	
Assistance in the choice of legal form and counsel in terms of setting up companies	2	
Preparation of processing all formalities for the set-up	3 to 4 weeks	
Group visit to CRI and meeting of the head of the department of company creation		
Registration of by-laws, trade register-patent-Certificate of Existence income tax/corporate tax- Social obligations.		
Assistance in administrative and accounting management (choice of the accounting fiduciary-production of commercial documents-filing of documents-compliance with legal and commercial deadlines....)		
Financial analysis	2	
The marketing MIX	1	
Sales techniques and business development	2	
Invoicing and tax statements	2	
ANAPEC contracts	1	
Insurance, general liability and occupational accidents	1	
Personal development : succeeding in my meetings with my partners	2	
Initiation to accounting aspects : VAT statement	6	
Active commercial solicitation	3	
Sell better on the internet (Web session)	1	



07. Daily Support of Young Solidarity Entrepreneurs

The counselors and facilitators are always present at the center for solidarity VSEs in order to answer the various questions and information requests of the young solidarity entrepreneurs.

A regular monitoring is carried out by the counsel facilitators through individual or group coaching sessions in order to monitor, assess and address the performance indicators of VSEs hosted in the VSE center.

08. Training and Information by Different Partners

- Technical trainings : an accounting and audit firm has provided technical training on accounting and tax benefits of their status to all the young entrepreneurs of the center ;
- Training on behavior : our center has organized, with the human resources director of a renowned company, group training sessions on behavioral attitudes under the theme "How to manage one's relationships with commercial partners customers/ suppliers", as well as individual coaching for a young entrepreneur from the center ;
- Information on the ANAPEC scheme : an information session was organized for young entrepreneurs on the advantages of ANAPEC contracts as well as their application.







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