



FOUNDATION  
PHOSBOUCRAA

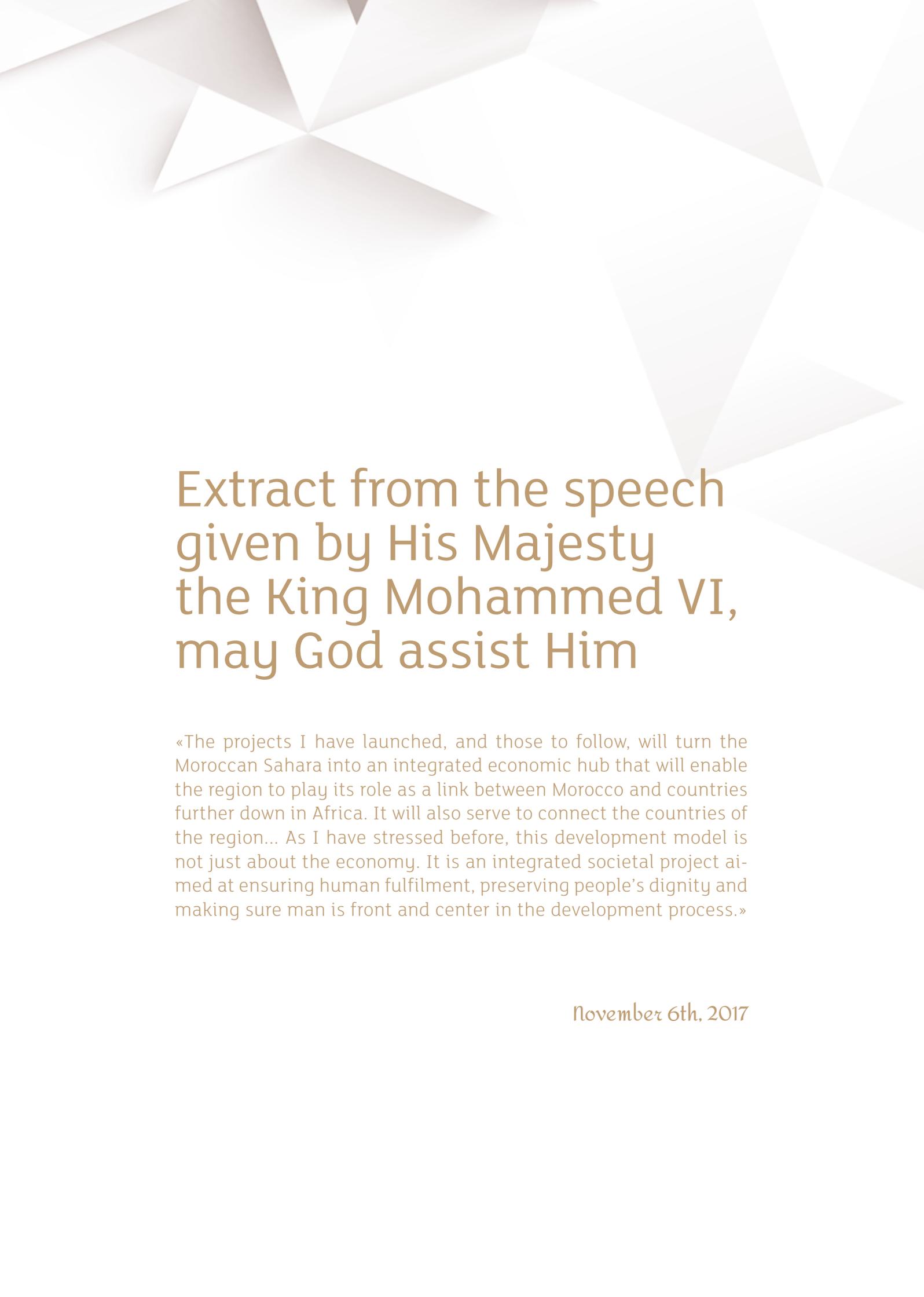
# ANNUAL REPORT 2017





ANNUAL  
RAPORT  
2017





# Extract from the speech given by His Majesty the King Mohammed VI, may God assist Him

«The projects I have launched, and those to follow, will turn the Moroccan Sahara into an integrated economic hub that will enable the region to play its role as a link between Morocco and countries further down in Africa. It will also serve to connect the countries of the region... As I have stressed before, this development model is not just about the economy. It is an integrated societal project aimed at ensuring human fulfilment, preserving people's dignity and making sure man is front and center in the development process.»

November 6th, 2017



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**ABOVE AND BEYOND...**  
WITH A STRONGER BASIS!



For the past 4 years, the Phosboucraa Foundation has rolled out programs to comprehensively address the needs of the Southern territories. Operating in different fields of action and carrying out many initiatives, the objective is to serve the communities from the Southern regions in a comprehensive and balanced manner. This commitment took the form of tangible, measurable actions that have continued to grow over the years, driven by an approach centered on listening, dialogue and the involvement of all stakeholders.

Capitalizing on capacity building at the grassroots level, initiatives have been enhanced this year by strengthening existing projects and launching new ones to meet the challenges of a changing world.

Thus, it was up to Es-Semara and Bir Gandouz to welcome the Phosboucraa Agricultural Caravan dedicated to camel breeding. These two steps underline the Foundation's desire to be closer to the communities and allow the entire region to benefit from its programs. Support for the camel breeding sector was further strengthened by the vaccination of 27,436 camels, resulting in a total of 96,642 vaccinated heads.

On the other hand, the Foug El Oued Technopole project, which is the Foundation's flagship project, has continued to grow. The knowledge-based city now covers two sites, confirming its ambition to promote a dynamic economy in the region and beyond its borders, setting itself up as an exportable knowledge model with an influence that extends to all African countries.

And because economic development can no longer be achieved without digital technology, the Foundation has entered into an ambitious digital inclusion partnership this year with the giant Microsoft, with the aim to strengthen the digital capabilities of 9,000 young people, particularly in coding, across all the Southern territories.

In terms of inclusion, women have not been left behind. With the Women Circle Innovation program, some hundred women were supported by the Foundation, to guide them in the direction of greater empowerment.

To improve performance, in a world that is constantly changing and that is faced with multiple challenges, the Foundation is preparing to further strengthen its territorial anchoring through the implementation of actions that will address even more specific needs of the regions, provinces, and the population.

It is possible to go even further.. with a stronger basis

# HIGHLIGHTS

## AGRICULTURAL DEVELOPMENT

**PHOSBOUCRAA  
AGRICULTURAL CARAVAN**

**2phases 700**

ES-SEMARA AND BIR GANDOUZ PARTICIPANTS

**FOUM EL OUED PROJECT**

Opening of the first soil and water testing laboratory intended to serve the 3 Southern regions.



## HEALTH

SURGICAL MISSION CARRIED OUT IN LAAYOUNE IN PARTNERSHIP WITH **OPERATION SMILE MOROCCO**.

**169 SURGICAL  
PROCEDURES**



# URBAN DEVELOPMENT

Certified Training in partnership with the **PARIS SORBONNE University** under the theme «Environmental innovation in architectural and urban projects in a Sub-Saharan context.»

**27** CERTIFIED SOUTHERN URBAN PLAYERS



# DIGITAL INCLUSION

Signature of a partnership agreement with **Microsoft** over 3 years.

**9000** YOUNG TARGETS IN CODING



# ENTREPRENEURSHIP

LAYOUNE MOUBADARA PARTNERSHIP.

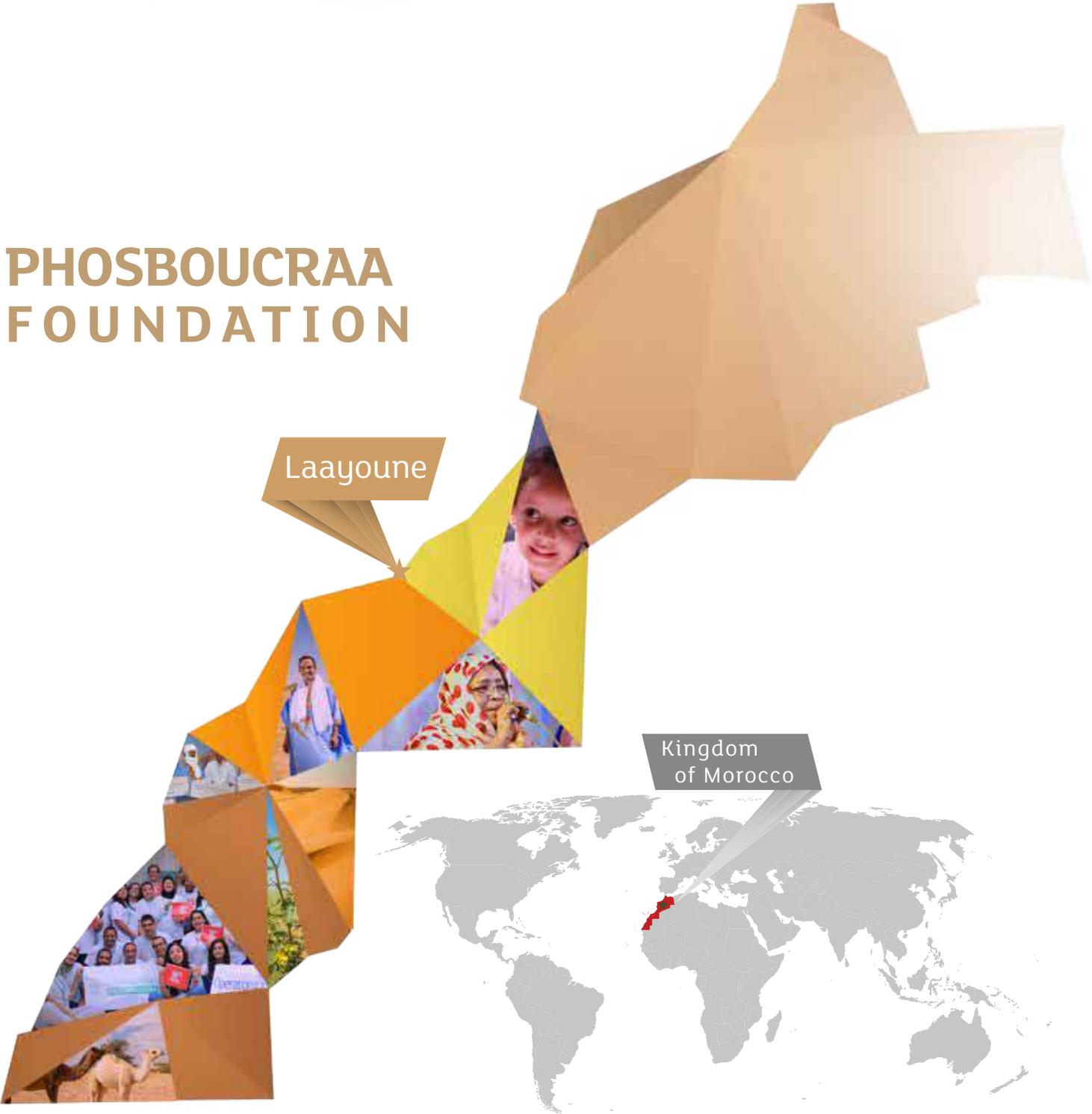
**54** «HONOR» LOANS GRANTED



# PHOSBOUCRAA FOUNDATION

Laayoune

Kingdom  
of Morocco

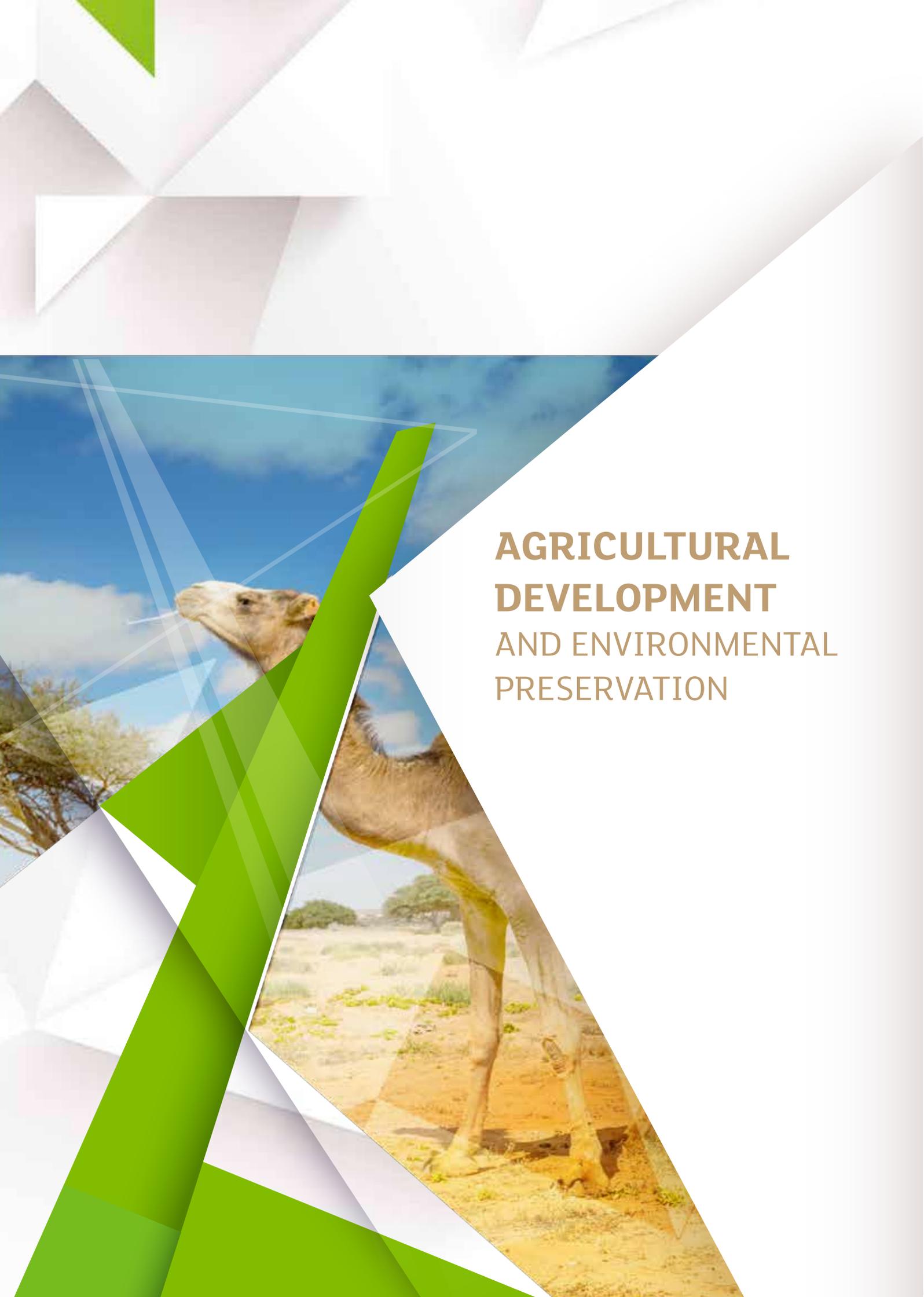


Guided by the practices and values of OCP Group, and particularly by its industrial subsidiary Phosboucraa, within the Phosboucraa Foundation, we have strived to support and build the capacities and skills of local players. Building on the Group's experience in terms of sustainable development, our strategy has matured through its interactions with local communities. Also, while adopting the same principles of solidarity and support, our offer was adapted according to the specificities of the Southern provinces.

Four years after the creation of the Foundation in 2014, our achievements are now palpable and our ambitions have soared thanks to the involvement of the entire local ecosystem.

- 4**
- Strategic Missions**
- Education for all and improving the quality of life of the most vulnerable populations
  - The improvement of the local populations' incomes
  - The preservation, development and promotion of the natural and cultural heritage.
  - The revitalization of the territory and the improvement of its attractiveness.

- 5**
- Customized Programs**
- Agricultural development and environmental preservation**
  - Social development**
  - Culture and sports**
  - Entrepreneurship**
  - Territorial development and urban planning**

The image features a camel in a desert landscape, partially obscured by a large green geometric shape that resembles a stylized arrow or a modern logo. The background is a blue sky with light clouds. The overall design is modern and abstract, with various geometric shapes in shades of green, white, and light blue. The camel is shown in profile, facing left, with its head and neck visible. The desert floor is sandy and sparsely vegetated with small green shrubs. The text is positioned to the right of the camel, within the white space of the design.

**AGRICULTURAL  
DEVELOPMENT  
AND ENVIRONMENTAL  
PRESERVATION**



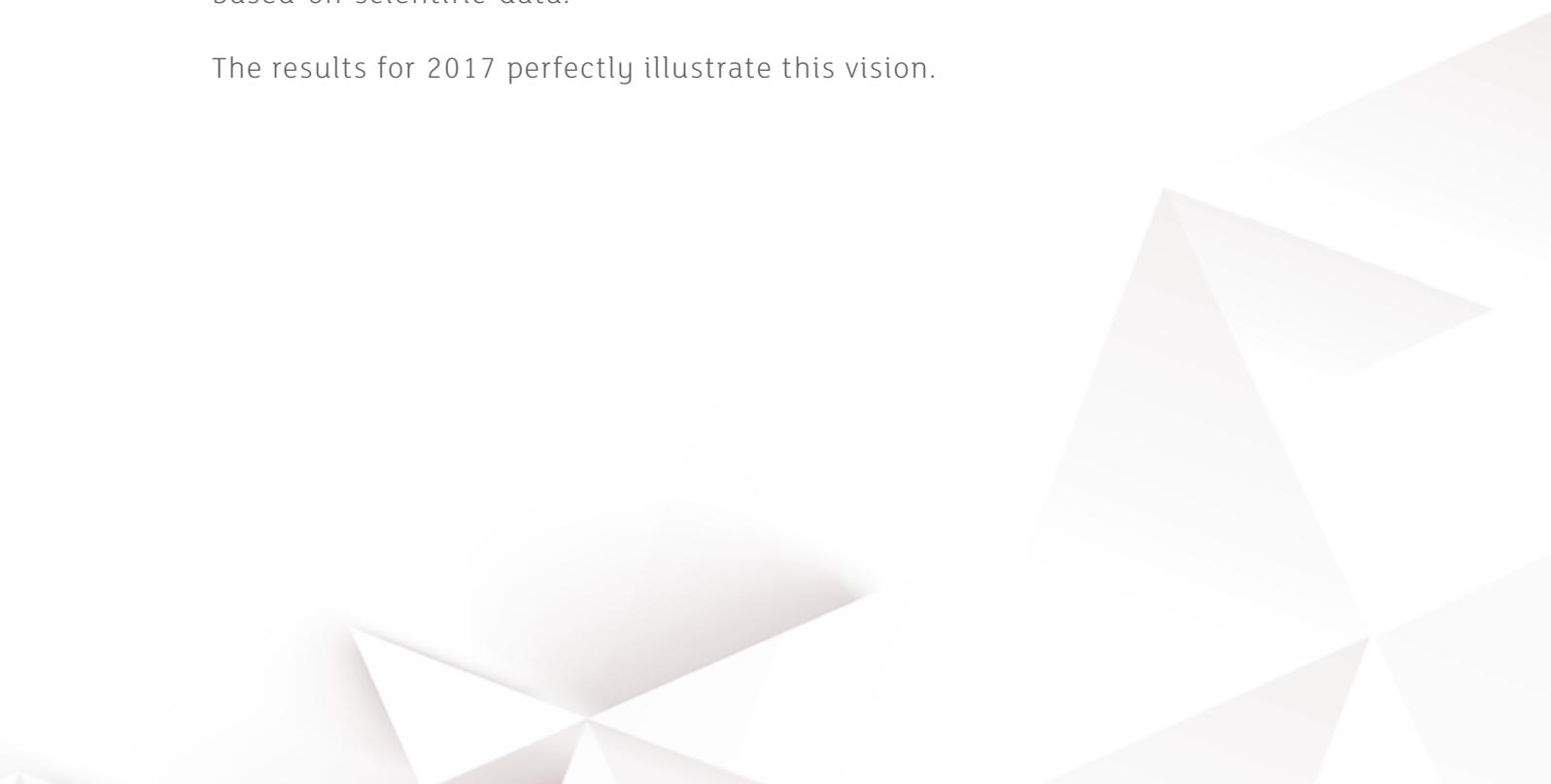
## Towards a more efficient local economy

It has been established, through the studies conducted by the Foundation and which are consistent with the economic topography of the Southern provinces and as implemented by the competent authorities, that agriculture remains a very important economic activity for the local population. Its distinctive feature is that it has a strong focus on breeding. 67% of the national camel herd is located in the Southern regions.

Aware of this local reality, the Phosboucraa Foundation has prioritized this activity among its key areas of development. Several projects have been implemented with a rationale of supporting local players and communities that are active in the primary sector.

The actions of the Foundation serve as a driving force, boosting local productivity. All the projects have indeed been shaped to achieve this objective. They also harness capacity building, supporting breeders and transferring know-how based on scientific data.

The results for 2017 perfectly illustrate this vision.





# ZooM



## The Phosboucraa Agricultural Caravan arrives to Es-Semara and Bir Gandouz

Camel breeding in the spotlight. After having supported players from other Southern provinces in 2017, the caravan headed on to Es-Smara and Bir Gandouz. The second edition of the Agricultural Caravan, focused on camel breeding, reached 700 breeders and farmers.

Organized in partnership with OCP Group, the Ministry of Agriculture and Maritime Fisheries, and the Wilayas and Provinces, the Chambers of Agriculture and professional organizations from the three Regions of the South of the Kingdom, this second edition was marked by the participation of an international expert from Australia.

Carried out in two phases, the caravan thus made Es-Smara its home on March 27, 2017 and involved 390 participants and beneficiaries. Four speakers, including an Australian from Queensland University, shed light on the experiences of camel breeding as well as the commercialization of its products. The second phase targeted the community of Bir Gandouz, where 310 participants were able to follow the recommendations of the experts and benefit from the shared expertise.

On the agenda, different aspects were addressed, namely «reproduction», «feeding», «health», and «development and marketing», all in relation to the development of camel breeding. A dense program aiming to mainstream best practices in terms of efficient agricultural production was devised with the purpose of increasing the income of farmers and having a positive impact on their living conditions.

**700**  
breeders and  
farmers were  
reached through  
the caravan

## Round-UP 2017

### Camel health campaign

Driven by the Phosboucraa Foundation, in partnership with the National Office for the Sanitary Safety of Food Products (ONSSA) and the Provincial Associations of Dromedary Breeders, the livestock treatment campaign conducted in 2017, was deployed in the provinces of Assa-Zag, Tan Tan and Es-Semara. This edition, which has included 20,676 dromedaries in 2017, follows in the footsteps of the successful editions previously held in 2015 and 2016 in Laayoune and Dakhla and which included a total of 75,900 dromedaries.



**20.676**  
dromedaries  
treated in 2017

### Vocational training for operators involved in the camel breeding sector



**23**  
young people  
trained in meat-  
cutting including  
**4** women

Skill development and friendliness are the two main characteristics of the meat-cutting competition held on March 18, 2017 in Laayoune. This competition marked the end of a year of training provided through a partnership with CEF International and Amideast.

Indeed, 23 young people benefited from vocational training in camel meat-cutting and agribusiness, which also included the facilitation and management of an agri-food business. From meat-cutting to meat processing, this class, which included 4 women, was trained not only to meet requirements in terms of quality but also innovation in order to boost the local market.



## The University of New Zealand commissioned a fact-finding mission on the agricultural area of Foum El Oued

**1**  
**contrat**  
signed with  
Massey University

In keeping with the objective of providing local communities with a high quality valuation, the Foundation signed a partnership contract with Massey University of New Zealand. The contract covers a first action that will be carried out in the Laâyoune - Sakia El Hamra region, and more specifically the irrigated area of Foum El Oued.

Under this contract, after conducting a diagnosis of the soil, water and crops, and following exchanges with the Ministry of Agriculture, the University of New Zealand undertakes to provide an agronomic study report that will identify the short-term, medium-term and long-term objectives of Massey University's intervention, which will in turn be supported by a detailed action plan.

## Civil society at the center of responsible development:

Environmental protection is a priority for the Phosboucraa Foundation. The Phosboucraa Foundation encourages eco-responsible behavior and supports tangible projects in the field of environmental protection.

As such, 30 civil society players were trained and introduced to eco-responsibility. As such, in 2017, the Foundation raised the awareness of local communities on the recycling of plastic waste, particularly in Tarfaya. The Foundation also partnered with a program for the introduction and planting of Moringa trees in Es-Semara and promoted the development of green neighborhoods in Boujdour.



**30**  
players  
introduced to  
eco-responsibility

## Round-UP 2017

### An integrated agricultural development project to improve the living conditions of the local population

The integrated agricultural development pilot project of the Foum El Oued area is locking in its third year.

Led by the Phosboucraa Foundation, since 2015, through a partnership with the Ministry of Agriculture and the Halib Sakia El Hamra Cooperative, and with the support of the National Institute of Agronomic Research (INRA), the International Center for Bio-saline Agriculture (ICBA) and the International Youth Foundation (IYF), this project benefited 52 operators in the Foum El Oued municipality.

The project was deployed in several phases. After the second annual meeting was held on February 14 and 15, the 2017 action plan was validated and 6 new tests were carried out and 19 species, of ICBA origin, were introduced at the INRA experimental station. Similarly, four farmers from Foum El Oued and four researchers were trained at the ICBA in the United Arab Emirates on Bio-saline farming.

This pilot project is not limited to technical support for the sustainable management of salinity. Its ambitions go well beyond with the integration of a societal component. It is in this context that 2017 was marked by the rehabilitation of two kindergartens



**06**

trials for salinity tolerant species

**95**

trained farmers

**02**

kindergartens rehabilitated for the benefit of 120 children

## Inauguration of the first soil and water testing laboratory

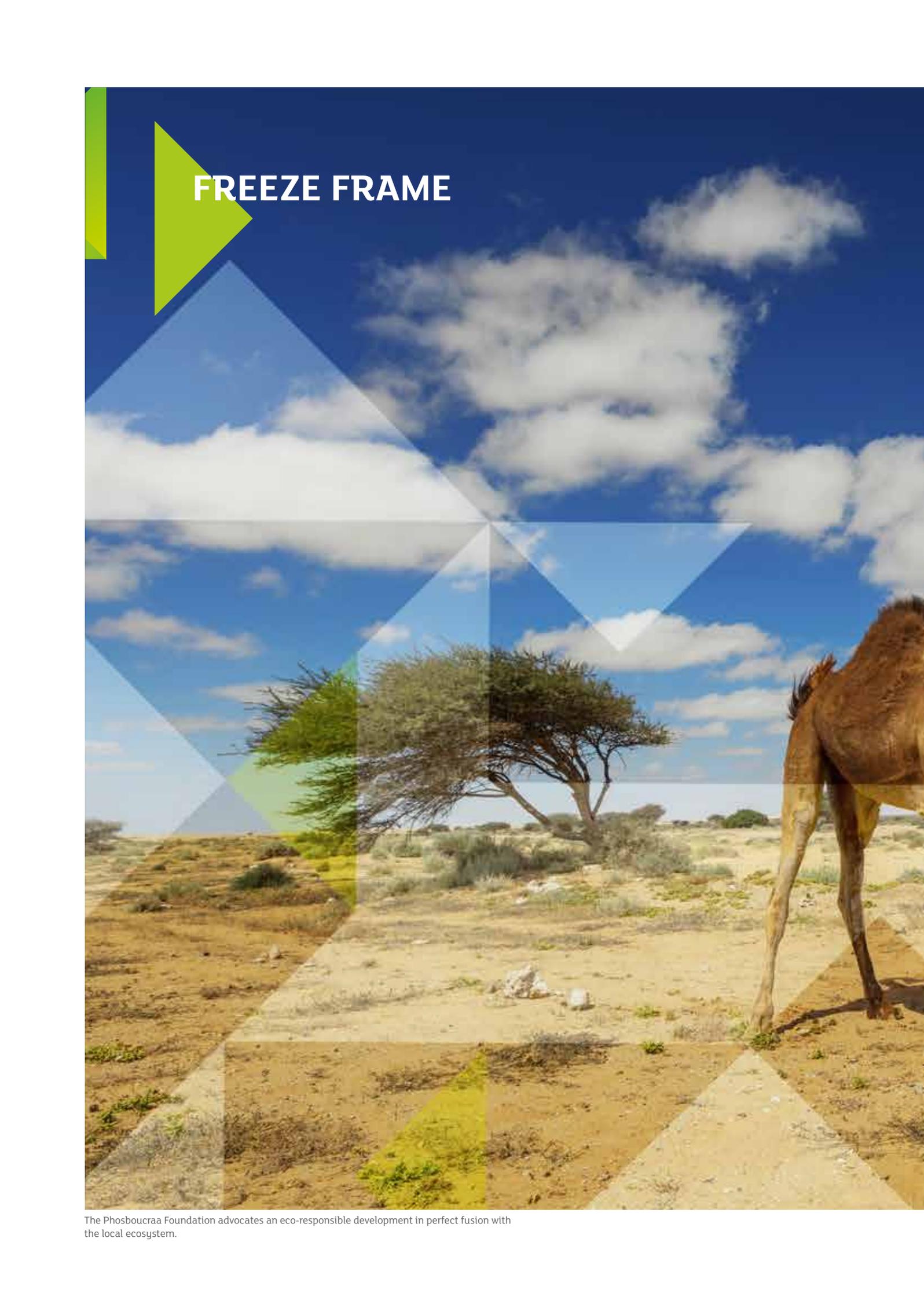
The Southern provinces now have an institution producing scientific data on soil and water conditions. The Phosboucraa Foundation, in partnership with the INRA and the ICBA, inaugurated the first soil and water testing laboratory on Friday May 12, 2017 in Foug El Oued.

This new, versatile testing laboratory, established within the INRA station in the municipality of Foug El Oued, will provide farmers from three Southern regions with information to help them adopt a rational fertilization of their crops.

Through the knowledge and testing of soil and water, farmers from the region can adapt their crops and ensure a sustainable agriculture thus overcoming the constraints relating to salinity and drought that obstruct the productivity of local crops, including forage corn and alfalfa.



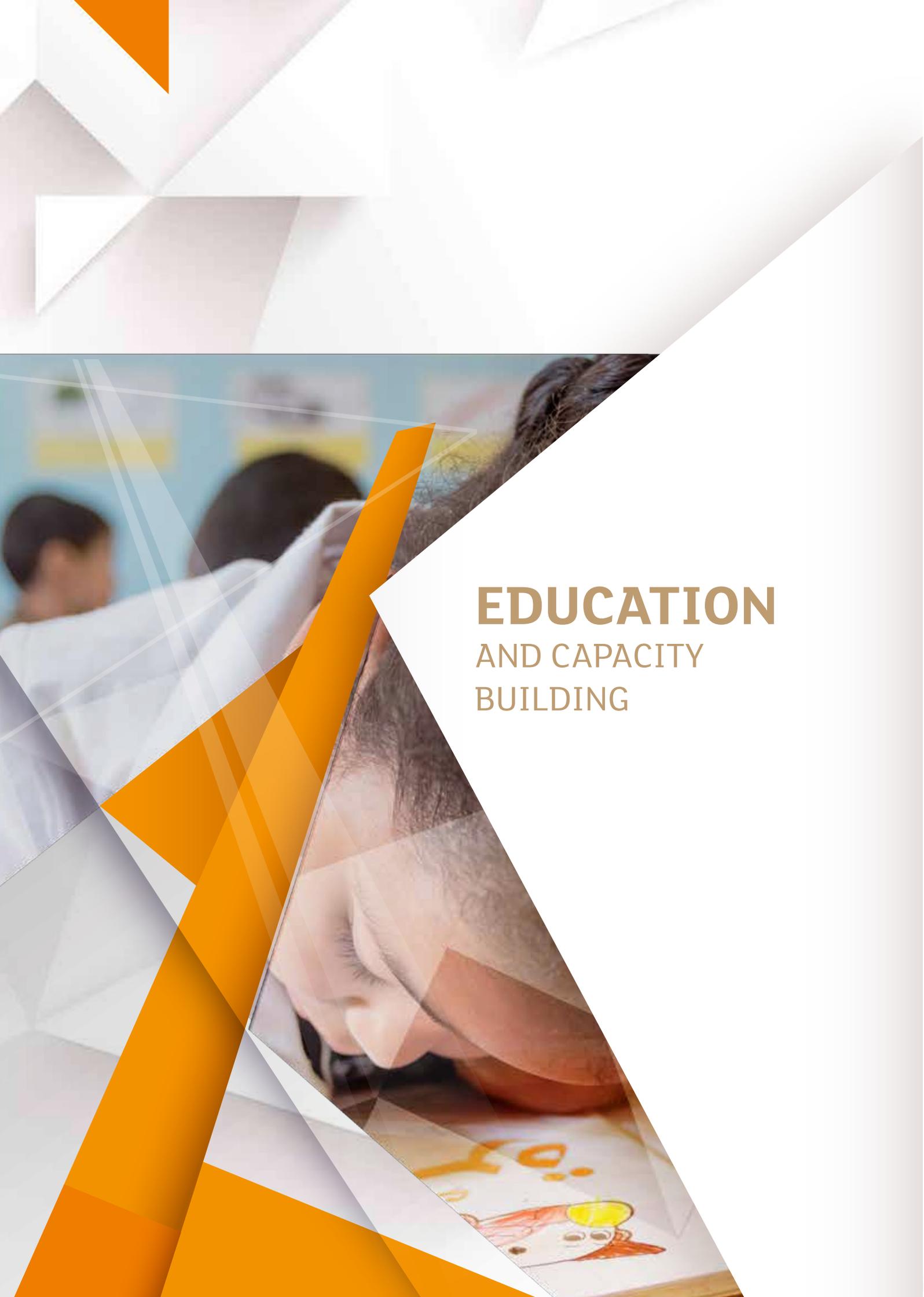
**1st**  
water, soil and plants  
testing **laboratory**  
in the Southern regions



# FREEZE FRAME

The Phosboucraa Foundation advocates an eco-responsible development in perfect fusion with the local ecosystem.





# EDUCATION AND CAPACITY BUILDING

The page features decorative geometric shapes in the top right and bottom corners. These shapes are composed of overlapping triangles and polygons in shades of light brown, beige, and white, creating a modern, abstract background.

## Schools at the heart of development

Since the creation of the Foundation in 2014, education has been a top priority. Aware of education's contribution to the development of the Southern regions, our programs have harnessed the implementation of targeted initiatives impacting the different strata of total students as well as teachers and local players.

Just like at each phase of our action, we favor dialogue. The programs established are designed to translate the concerns of the local populations at the grassroots level and reflect the ideas that are shared by the education community in the Southern regions.

Community involvement was requested at the source, during the diagnosis phase, before being implemented on the ground. To do this, we have associated a global partner to our action whose expertise has been invaluable, both in terms of the approach, and in terms of the technical nature of the programs.

Support given to schooling and educational performance is just the first stepping stone of a support plan. In fact, our programs are designed to follow all stages of schooling from primary school all the way to University. It is in this context that we are planning on setting up scholarships that will make it possible for the selected students to pursue their university studies with confidence and in a sustainable way.



# ZOOM



## 2017, the year of the powerful upswing of Learning Centers

And as such, two Learning Centers were started by the Phosboucraa Foundation. After the establishment and strengthening of the center in Laayoune, 2017 marked the opening of the center in Dakhla and the start of its activities.

The «Laayoune Learning Center» (LLC) had a busy year in terms of activities. Its flagship program, called «Emergence of Skills» (EDC), has trained more than 271 young people in 2017, thus accumulating 2,525 training hours, and expanded geographically to cover the province of Es-Semara.

For its part, the center in Dakhla came together with the completion of its development and hiring staff required for its operation. Better yet, the first class that was taught brought together 88 beneficiaries.

The geographic obstacle does not limit the scope of the Foundation's learning centers. The LLC has thus implemented an e-learning platform. Though it is a recent initiative, it has already registered 309 enrolled students in 2017 and has logged 3,846 training hours and 4,011 evaluation hours.

**1<sup>ère</sup>** édition  
of the l'EDC  
in Es-Semara

### Women in the spotlight at LLC

In 2017, the Laayoune Learning Center renewed its 100% women's program, the Women Innovation Circle, to support women in Laayoune to unleash their potential.

- ▶ 176 women selected for both editions
- ▶ training hours (Soft Skills, Housing Skills, Citizenship, Digital Skills).



ZOOM



## A comprehensive support program targeting academic success

Launched in 2015, the Academic Success Program (PARS) came to fruition in 2017. To mark the completion of this program, the Phosboucraa Foundation and the International Youth Foundation (IYF), in partnership with the Provincial Directorate under the Ministry of National Education, Vocational Training, and Higher Education and Scientific Research, held the PARS closing ceremony on Friday, June 30, 2017 in Laayoune.

Implemented in 36 primary, middle and secondary schools, the purpose of the PARS program was to improve the quality of education and the performance of students in the Provincial Directorate of Education of Laayoune.

Nearly 13,000 students were able to directly and indirectly benefit from this program, which strives to develop students' skills and know-how through the development of life skills such as self-confidence, critical thinking, respect and for oneself others, and teamwork.

The program is also destined for teachers, providing them with capacity building and allowing them to acquire new teaching practices.

Good governance has not been left behind. Improving the management of educational institutions is also one of the major areas of focus of the program.

### Program

The issue of school dropouts is also included in the PARS specifications, which tackled the development of an action plan aiming to reduce the potential causes for school dropouts by also involving the students.

The expertise shared by the «International Youth Foundation», the expert partner in education of the Phosboucraa Foundation, has led to the achievement of the following results:

- ▼ 161 teachers trained in life skills and educational abilities
- ▼ More than 2,000 students benefiting from the teachers' training in life skills
- ▼ 29 school principals supported
- ▼ 36 institutions impacted by these programs
- ▼ 1 study on early school dropouts completed and 1 action plan developed

**13.000**  
students impacted  
by the program

## Round-UP 2017

### Program against wastage in education

The motto of the Phosboucraa Foundation is to give everyone a chance. In the framework of its program to support education and in parallel with its actions in the teaching institutions in the Southern regions.

The Foundation has implemented a program aimed at students who are school dropouts. The goal is to upgrade the academic capabilities of beneficiaries to enable them to re-enter the educational circuit or to find a more suitable branch of study through vocational training. 2017 was a year where 280 students were supported in a program that aims to unfold a broad deployment to combat this issue.

**280**  
beneficiary  
students



## Excellence-based Scholarships

It's now a tradition at the Phosboucraa Foundation. As such, 159 deserving students have benefited from excellence-based scholarships in 2017. This earned recognition was carried out thanks to its partnership with the Moroccan Students Foundation.



**159**  
awarded  
scholarships



# FREEZE FRAME

A model of successful development gives priority to the school with its corollary of access to knowledge and openness to the world.





# HEALTH

## A mobilization for the well-being of the entire community

Even though the Phosboucraa Foundation operates through one-off actions, its approach in the health sector is impactful on more than one account. Its strategy focuses on broad spectrum operations that benefit a significant portion of the population from the Southern regions.

Working through partnerships, we aim to intervene in two ways, curative and preventive. The first calls for cutting edge surgical skills, whereas the second focuses on treatments based on consultations, reaching a sizeable number of beneficiaries.

In 2017, almost 330 surgeries, in different specialties, were carried out and more than 3,000 beneficiaries went through medical examinations ranging from simple consultations to more in-depth examinations, which included radiology exams and medical testing.

Although these operations focused on the cities of Laayoune and Dakhla, given the situation of the medical infrastructure, the beneficiary population flocked from all the Southern regions.



# ZooM



## Two campaigns in Dakhla and Laayoune to bring smiles

2017 witnessed two large-scale medical humanitarian campaigns. Carried out in partnership with Operation Smile Morocco and the Ministry of Health, the first medical mobilization initiated by Phosboucraa Foundation and held under the honorary chairmanship of HRH Princess Lalla Meryem, was for the benefit of children and young adults with cleft lips and palates.

Organized at Hospital Hassan II in Laayoune, from February 3 to 11, 2017, this campaign resulted in 1,728 medical consultations and examinations and 169 surgical procedures. To ensure maximum mobilization, this campaign was carried out with the support of 90 physicians, nurses and assistants from 11 nationalities, including 54 Moroccans.

In Dakhla, however, the mobilization focused on dental care. The Operation Smile Morocco Association and the Phosboucraa Foundation launched, from September 27 to October 1st, 2017, a dental humanitarian mission at the Hay Essalam Health Center in the city of Dakhla.

More than 894 students from the region were hence examined and treated by a staff of more than 40 people. This operation aimed to identify the dental issues of children and went on to treat them. What's more, the program provided awareness-raising courses through a journey through the world of oral health. The dental care event also gave awards to children with healthy teeth, with the aim of encouraging and motivating them.

**894**  
students treated

**169**  
surgical procedures

## Round-UP 2017

### Granting scholarships for healthcare professions

The development of healthcare professions is a national concern. The shortage of physicians and nurses is constantly recalled by national and international bodies. The biggest deterrents are the cost of studies and their relative length compared with other fields of study. The Phosboucraa Foundation has hence initiated, since 2016, a program in partnership with the Cheikh Zaid Foundation which aims to support the development of this health field. Scholarships have been granted to 5 medical students and the evaluation of this experience will continue in 2017 and throughout the duration of study.



**05**  
scholarships  
granted, medical  
school

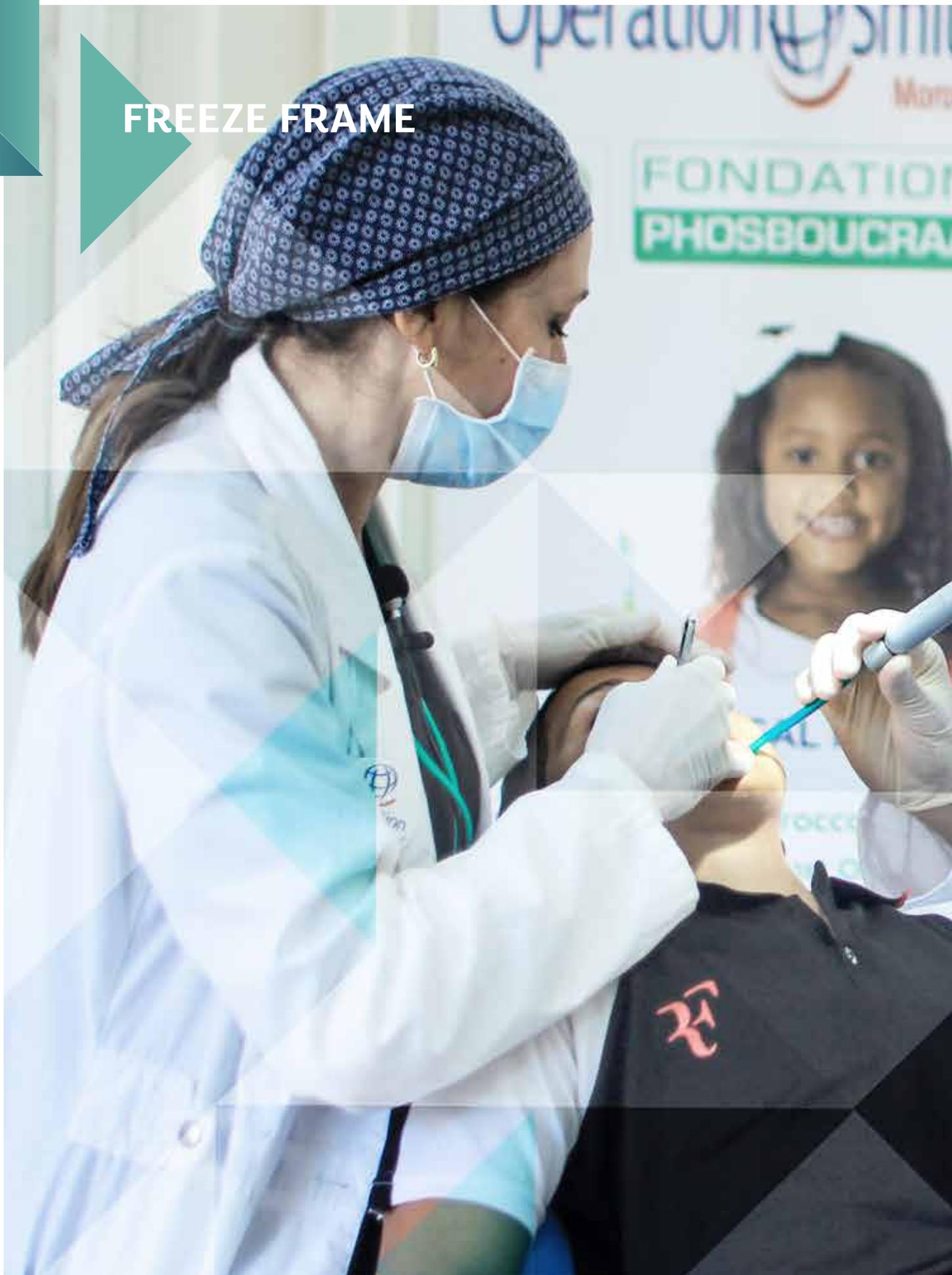


## Surgical intervention days in Laayoune

2017 was marked by large-scale surgical intervention days. Through the mobilization of the necessary skills and proper logistics, the Phosboucraa Foundation organized, from March 9 to 11, 2017, in partnership with the Action Urgence Association (Urgent Action Association), three days dedicated to surgical procedures and clinical and radiological examinations. In total, 154 surgical procedures and 157 clinical and radiological examinations were provided in March 2017 to patients from the Southern regions.

**154**  
surgical  
procedures

## FREEZE FRAME



Prevention and monitoring are two pillars of the Phosboucraa Foundation's health strategy, mobilizing high-level skills for the well-being of southern communities.





# ENREPRENEURSHIP

## Tools and skills to unleash the human potential

The Southern regions are bound to become a South-South economic integration platform. A report on the development model was prepared by the Economic, Social and Environmental Council and guidelines were provided by the highest authority of the Moroccan government. Major resources will be mobilized to achieve this ambitious vision, and national players, governmental and non-governmental alike, are called upon to join their efforts to ensure the success of this transformation.

In this context, the emergence of skills requires recognition. We have placed it at the heart of our strategy by allocating a dedicated division to it, with decentralized, devolved structures.

The Learning Centers established by the foundation are indeed spearheading this strategy. Initiated in Laayoune at first, then rolled out in Dakhla and combined with their e-learning component, these centers have a great track record in terms of skills development.

Each year, the entrepreneurship division strengthens its training offering. 2017 was the year of digital inclusion, with a partnership with industry giants such as Microsoft and Ericson.

In the framework of a digital inclusion program, we provide opportunities for start-ups to emerge. We have provided and still continue to provide funding and support.

The gender approach was also present. At every stage, and every initiative has its share of actions dedicated for women of the Southern regions. Because the ultimate goal is to unleash human potential. It is therefore up to us to provide, at our level, the tools and skills for our Southern regions to jump on the bandwagon of economic development.



Zoom



## Digital inclusion, the Foundation forms an alliance with Microsoft

“Digital inclusion” is the new program of the Phosboucraa Foundation dedicated to skills development in the field of information technology. In order to address this challenge, which is a strategic one for the future of the Southern regions, the foundation signed a partnership with American giant Microsoft.

Objectives: boost youth employability through digital jobs, support startups, and project leaders enhance the digital capabilities of non-profit organizations.

Specifically, this partnership is hinged on five major pillars:

- ▶ The enhancement of the digital attractiveness of the Southern provinces;
- ▶ The establishment of Microsoft training and certification centers;
- ▶ Digital capacity building for non-profit organizations;
- ▶ Introducing students to computer programming;
- ▶ And the creation of an accelerator center for startups, benefiting promoters of project ideas.



**9,000**  
youth to be  
certified in  
coding

## Round-UP 2017

### Junior Entrepreneur Breath, a promising 5th edition:

Organized on January 25 and August 2nd 2017, in partnership with Amideast in Laayoune, the JEB has shone the spotlight on some sixty project leaders in 5 categories: Cosmetics, Services, Web, Food and Agriculture and Gadgets.

24 projects stood out in these competitions, which mark the completion of both sessions of the skills emergence program of 2017, a capacity building program offered over the course of one year at the training center of the Phosboucraa Foundation “Laayoune Learning Center”, which aims to improve the chances of integration of the region’s young graduates.



**24**  
selected  
projects

## Launch of the partnership with LÂAYOUNE MOUBADARA



**54**  
projets  
sélectionnés

The support component of the Foundation's entrepreneurship division signed a great initiative in 2017. A specific convention was signed between the Laayoune Moubadara Association and the Phosboucraa Foundation in February 2017. This program, spanning a period of two years, started out by granting honor loans to 54 selected projects.

It should be recalled that this partnership aims to support project leaders and the development of Very Small Enterprises (VSEs) from the Laayoune province through support and mentoring activities, on the one hand, and through financial support (honor loans), on the other hand.

## Ericson's expertise for the smart city concept

In 2017, the Phosboucraa Foundation launched a series of training sessions aimed at mainstreaming the concept of smart cities as a vector of sustainable development. True to its approach, the Foundation called on a global leader to share its expertise to the benefit of the communities of the Southern regions. Ericson was not selected by chance. The choice was based on its global leadership in technology developed around the concept of smart cities.

**FREEZE FRAME**



Entrepreneurship is taking control of your destiny and living the adventure of innovation and growth. The Phosboucraa Foundation makes it a priority.





# CULTURE AND SPORTS

## Cultural and sports advancement, a vector for socio-economic development

There is no human development without the stimulation of artistic and cultural creation. Convinced of this core correlation, at the Phosboucraa Foundation, we strive to stimulate cultural and sports activities in the Southern regions.

We do so because we rightly believe that a rich cultural and sports life is a lever for human fulfillment, and hence creativity and the development of a spirit of initiative. The impact of this cultural liveliness can inevitably be felt at the level of the territory's socio-economic development.

By fostering the professionalization of cultural jobs and the introduction to practicing art, the Foundation aims to not only create a new economic dynamic in the Southern regions, but also to initiate a new way of contributing to the enhancement and outreach of the Hassani heritage.

History, books, music and painting... are hence many vectors of expression that create strong ties between the Southern regions and that strengthen this sense of belonging to this culture with a shared destiny.



# ZooM



## Solidarity-based nature sports for all women

In 2017, the Lagon Dakhla Association and the Phosboucraa Foundation organized three workshops for the benefit of women and women's associations from the three Southern regions. This initiative is part of the sports and solidarity-based project named "Solidarity-based nature sports for all women".

The program focused on the values promoted by sports, citizenship, nutrition, wellbeing, as well as practicing sports in nature, and organizing introductory and training sports activities for nature sports.

The ultimate objective of these workshops is to make practicing women's sports a vector of emancipation and social climbing. This project aims to promote territories, and provides women with equal opportunities to develop their talent. It is also a vector to convey citizen values and that pass on values such as respect for the environment, respect for others, and sharing.

At the end of these three workshops, 60 women were selected to participate in the "Sahraouiya Series" activities organized by the Lagon Dakhla Association in Essaouira, Lalla Takerkoust and Dakhla in October and November 2017.

**60 women**  
benefited from the  
solidarity based  
nature sports for all  
women program

## Round-UP 2017

### “Southern Tunes” program, vocational training to promote the cultural industry

The mastery of performing arts trades goes by way of local capacity building. This is the goal of the “Southern Tunes” program, initiated by the Phosboucraa Foundation and carried out by the Racines (Roots) Association, in partnership with the Ministry of Culture and the Ministry of Youth and Sports, and with the support of local and regional authorities.

“Southern Tunes” is a training program welcoming 30 interns wishing to sharpen their professional skills in technical stage management and the development and administrative management of cultural and artistic projects.

The 10-month vocational training closed with the Wennibick Festival, which made it possible for the interns to take care of the organizational and technical aspects of the stage in order to put to practice and validate the knowledge gained throughout the course.



**30**  
**youth**  
**trained**

in technical stage  
management and  
administrative  
management

## Spotlight on the Hassani Heritage



Closely related to Saint Exupéry's life, the Moroccan South has certainly contributed to the birth of this masterpiece of humanity. It is therefore only natural for the Moroccan South to pay tribute to this witness to history.

Firstly, his novel, "The Little Prince", is enriched with a Hassani translation. A perfect opportunity to organize, on March 25 at the Paris book fair, a roundtable on the close connections that tie the author to the Moroccan desert.

A second event will be held, this time at the Arab World Institute on December 18, 2017, to further illustrate this connection. The idea was to highlight the influence of the Moroccan desert on the author and to promote Hassani culture through conferences and exhibitions.

**300<sup>th</sup>**  
translation of The  
Little Prince in  
Hassani

**FREEZE FRAME**



Hassani culture is part of the national heritage that the Phosboucraa Foundation promotes beyond the borders of the Kingdom.





# URBAN DEVELOPMENT

## An integrated ecosystem that is keeping with local specificities

An action with a dual objective, the urban development program is based on a global, integrated vision. Our initiatives in the framework of this strategic aspect aim to build the capacities of the local ecosystem and enhance the regional urban and architectural landscape.

The development of the Southern regions goes by way of a global vision that takes the territorial characteristics into account. Our local grounding hence takes on its full meaning and strength given that its dynamic is led by locals and rolled out in a rational and gradual manner.

Adopting an integrated approach combining innovation, sustainability and respect for the local natural and cultural context, the management of these structural projects, the Phosboucraa Foundation mobilizes the necessary expertise with proven partners at the national and international levels.



ZooM



## Extension of the Foug El Oued Technopole Project

The Foug El Oued Technopole is undoubtedly Phosboucraa Foundation's flagship project. Launched in 2016, this structural project now spreads over 2 sites in the municipality of Foug El Oued, overlooking the Atlantic Coast on the one hand, and the river mouth of Oued Sakia El Hamra, on the other hand.

The first 126-ha site hosts the Research Center of Mohamed VI Polytechnic University of Laayoune, as well as the related experimental farm. The 2nd site boasts a strategic location in the coastal area of Tarfaya Laayoune, which has an exceptional landscaping setting on the sea front. It extends over an overall surface area of 600 ha, including 50 ha in Phase 1.

This phase, developed first, will be composed of:

- ▼ Mohammed VI Polytechnic University (UM6P) ;
- ▼ High School of Excellence (LYDEX)
- ▼ The Industrial Skills Center (CCI)
- ▼ The VRD Phase 1

including  
**50** ha  
Phase 1

## A sustainable Smart City

A first of its kind in Africa, the Foug El Oued Technopole combines intelligence and sustainability. The city gained a smart platform concept by taking ownership of all the remote automated management technology. All of this is wrapped in a sustainability concept which imposes environmentally-friendly structures and behaviors.

## Round-UP 2017

# Foum El Oued Technopole, a “Knowledge-Based City” in an exceptional setting

The Foum El Oued Technopole first and foremost aims to be a knowledge-based city. A city that invents, creates, innovates, not to mention a city in which intelligence is used to create conditions that are conducive for the citizens' well-being.

The Technopole, through its location at the gateway to sub-Saharan Africa, also aims to attract many qualified human resources and disseminate knowledge at the cutting edge of technology, hence providing “smart knowledge services” to a vast, constantly growing African and international market.

With an exceptional natural setting between the ocean and the desert, the Technopole is designed to highlight the wealth and diversity of the environments and landscapes, whilst being resilient in a territory facing climate change, silting, the scarcity of water resources and the strong influence of dominant winds.



## The smart attitude

The Foug El Oued Technopole aims to be a hub at the cutting edge of digital urban innovation through the roll-out of several smart systems.

- o Management of smart watering, smart leakage detection, smart remote meter reading system;
- o Waste management; mobility management through incentives for electric vehicles;

- o Management of public services and pooling of communication and information-sharing infrastructure (remote lighting management system, Broadcast TV system, security, information to citizens);

- o Integrated management (hydro sensors, CO2, weather);

- o Building and housing management (BAS/BMS) (GTC/GTB), an architecture with telecommunications developments (4G), use of the local dynamic profile for building ventilation, etc.;

- o Smart agricultural design to create a Smart Farming model with the view of preserving and enriching the local ecosystem.



## Round-UP 2017

# The Research Center at the Mohamed VI Polytechnic University strengthens its grounding

Developed on 8 ha of land, the new research center at the Mohammed VI Polytechnic University in Laayoune, located in Fom El Oued has a design that is resolutely integrated into its natural environment.

The center is composed of 7 buildings hosting three research units specialized in biotechnology, water/environment and renewable energy. Experimental farms dedicated to agricultural research will also be provided.

The center is bordered by a wall which acts as a spatial liaison and also serves as a wind brace. Acting as a physical barrier to wind and silting, it is connected to the buildings by a stretched canvas canopy providing a reticular, diffuse shading system, hence creating outdoor living areas that are conducive to encounters and exchanges.



**8**ha  
of land

## Training in urban planning, the Sorbonne's expertise for the benefit of local players

Addressed to local players working in the field of architecture and urban planning, two training programs were held within the framework of a partnership between the Phosboucraa Foundation and the Paris Sorbonne University.

The first, organized from January 23 to 28, 2017 in Laayoune, was held under the theme “ecological innovation in urban and architectural projects in a Sub-Saharan context, at the territorial level, the city and housing”. Designed as a certified training course, the event mobilized 27 beneficiaries from the regions of Laayoune-Saguia El Hamra, Dakhla-Oued Eddahab, Guelmim-Oued Noun, including 9 architects with a private practice, and 18 representatives from local institutions.

The second event was organized from May 1 to 7, 2017 in Dakhla, and consisted of an international workshop on urban planning and which aimed to create synergies between foreign and local skills to serve territorial development in Dakhla and throughout the region. The workshops benefited 23 students from the Urban Project Master's program of Paris Sorbonne University and the Ecole Nationale d'Architecture in Marrakech.



**27**  
**professionals**  
certified in urban planning

**23** **Students**  
benefited from the urban  
planning workshop



## FREEZE FRAME



In a world that is changing amid climate and energy instability, responsible urban planning is becoming a vital dimension for future generations.

NDATION  
OSBOUCRAA



ATIONAL D'URBANISME  
HLA du 01 au 07 Mai 2017



# OUR PARTNERS

Our development actions, in favor of the local communities, are such that it is important for the Foundation to work alongside engaged partners, that are capable of carrying out the projects. Their expertise and involvement give the Foundation's contributions a strong footing which we are seeking to continue through future generations.



ASSOCIATION LALLA SALMA DE LUTTE CONTRE LE CANCER





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