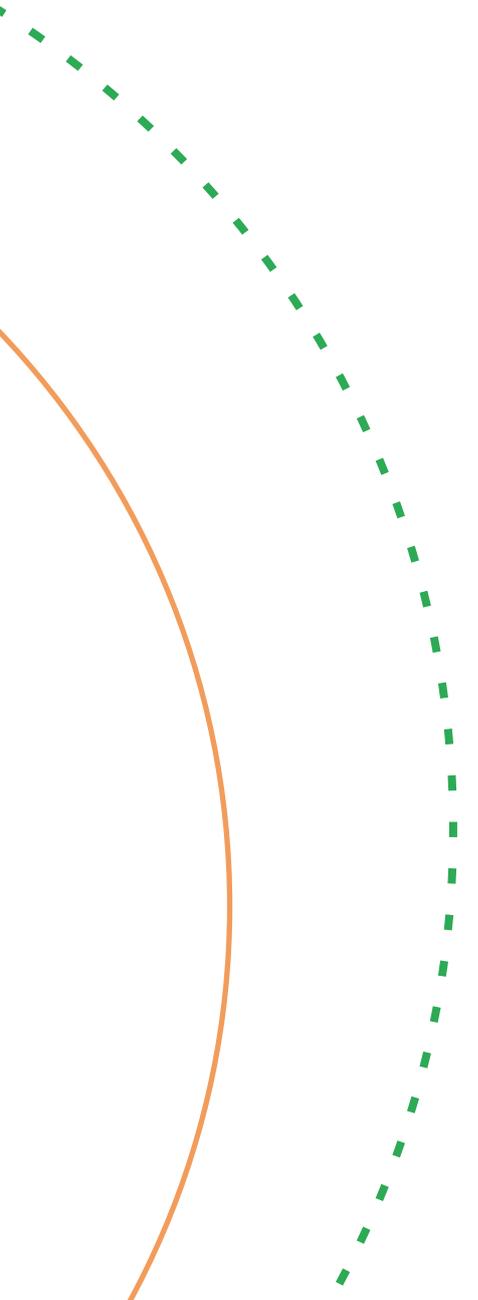


# ANNUAL REPORT 2018



**PHOSBOUCRAA**  
**FOUNDATION**

**COMMITTED TOWARDS  
OUR COMMUNITIES**



ANNUAL  
**REPORT**  
2018





**5<sup>th</sup> ANNUAL REPORT**  
ON THE CORPORATE SOCIAL  
RESPONSIBILITY OF **THE**  
**PHOSBOUCRAA FOUNDATION**  
IN THE 3 SOUTHERN REGIONS  
OF MOROCCO.

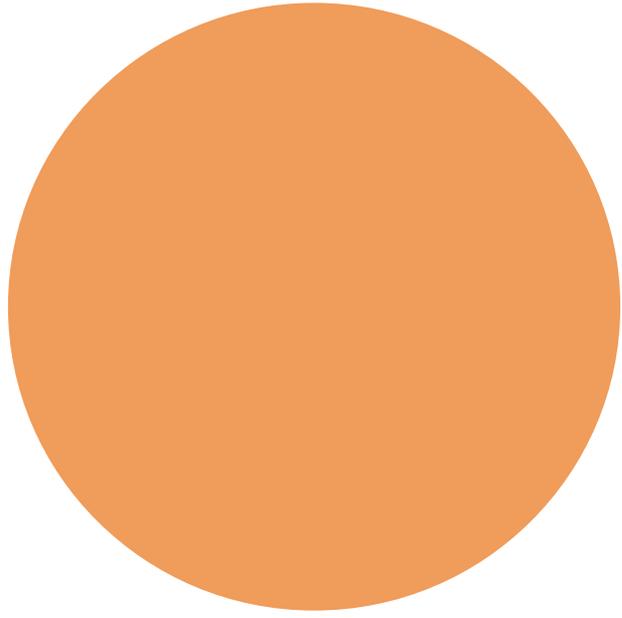


## EXTRACT OF THE SPEECH OF HIS MAJESTY MOHAMMED VI, MAY GOD ASSIST HIM

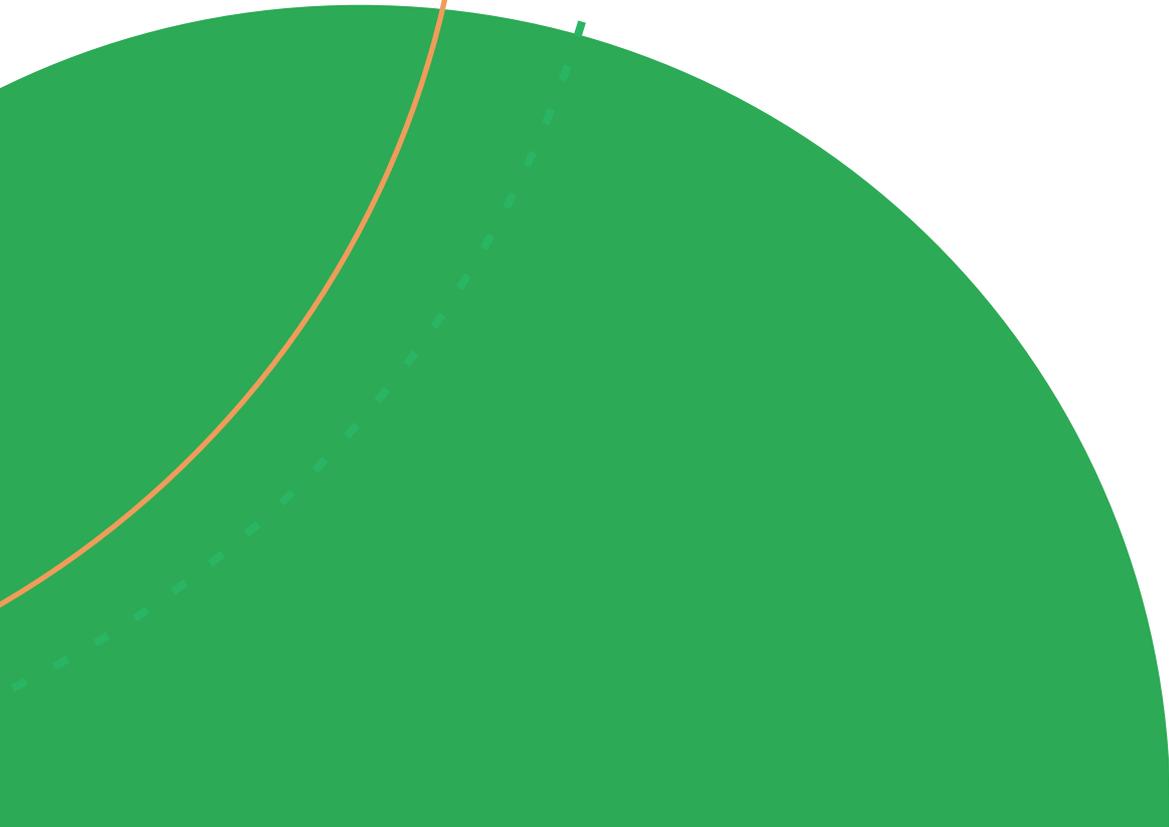
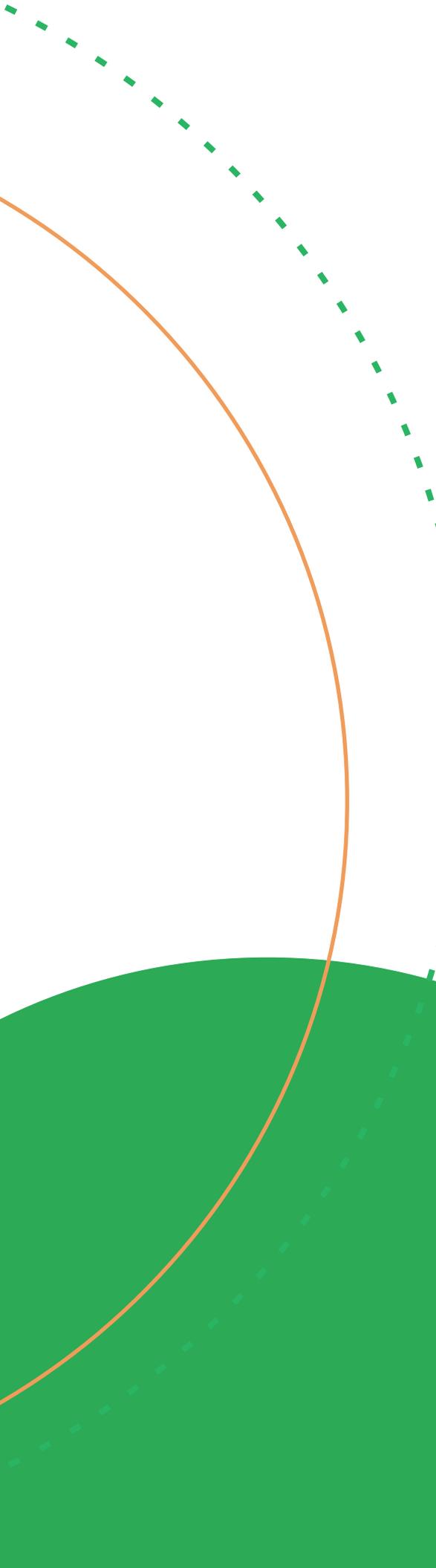
“ **...no stone is being left turned in the pursuit of progress in our Southern Provinces** under the new development model. The aim is to make sure the Moroccan Sahara can once again play its historical role as an effective link between Morocco and its sub-Saharan African roots, be it from the geographical or historical perspective.

In parallel, **the actual implementation of advanced regionalization is contributing to the emergence of a genuine political elite** that can effectively and democratically represent the inhabitants of the Sahara and enable them to exercise their right to run their local affairs themselves, and to achieve integrated development in a free and stable environment. ”

November 6<sup>th</sup>, 2018

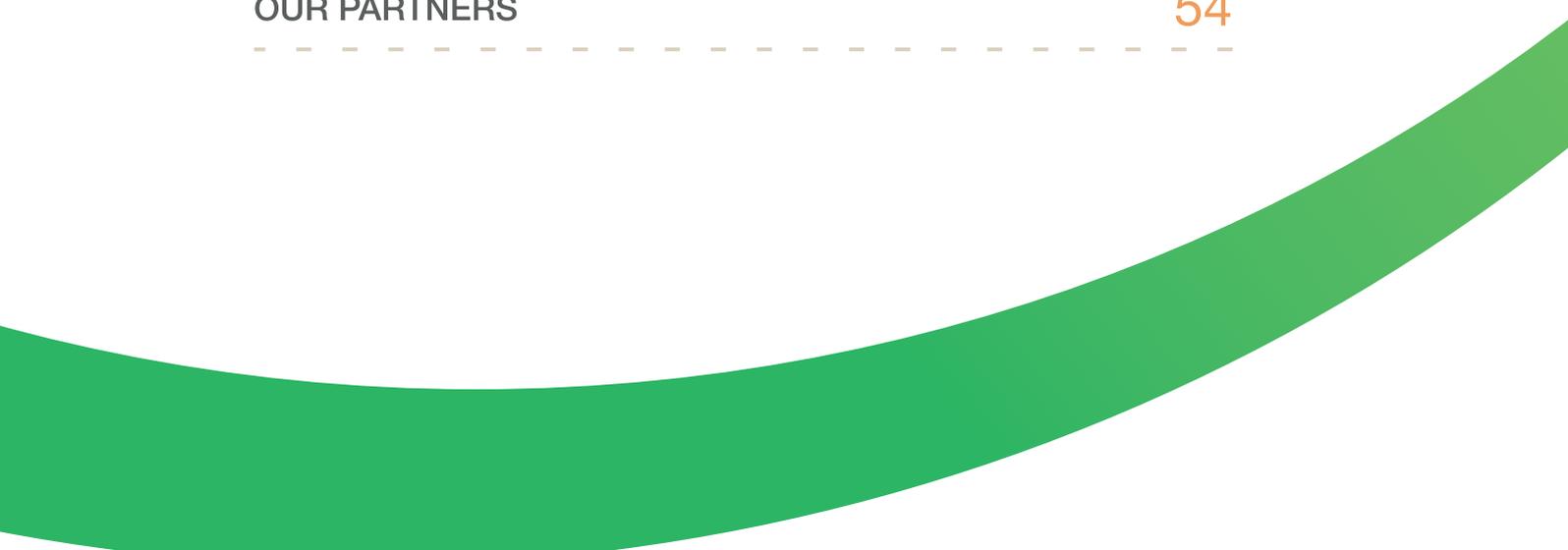


CONTENT





EDITORIAL	10
PHOSBOUCRAA FOUNDATION	12
SOCIAL DEVELOPMENT	16
ENTREPRENEURSHIP	26
AGRICULTURAL DEVELOPMENT AND ENVIRONMENTAL PRESERVATION	34
CULTURE AND SPORT	40
URBAN DEVELOPMENT	46
THE FOUNDATION IN TOUR	52
OUR PARTNERS	54





## OUR PATH TO PURPOSE

“...all our commitments should converge towards building capacities, with a special focus on education, training and entrepreneurship...”

## ACHIEVING MATURITY

**M**aturity comes with years of practice and experience. By building on our achievements and deepening our understanding of our communities' needs in the Southern regions of Morocco, it became natural that **all our commitments should converge towards building capacities, with a special focus on education, training and entrepreneurship.**

We strongly believe that our strategic asset is our human capital, especially youth and women, who can be drivers of change if we unleash their potential. Our experience proves that when you support and develop people's skills you can contribute to generate value. In the Southern regions of our country, communities' future depends on unleashing their potential and empowering them to lead transformation. A goal that Phosboucraa Foundation sets as a priority in all its activities.

Throughout the past years, **the Foundation's Learning Centers have become platforms that reinforce this human-centred strategy:** nearly 14.000 young people trained in 12 fields of intervention with an employability rate exceeding 40%.

**Our "Scholarships for Excellence Program" is paying off.** With 75% of the beneficiaries enrolled in major universities and schools, the first graduates constitute a pool of high-level profiles that enrich the human capital of our Southern Regions.

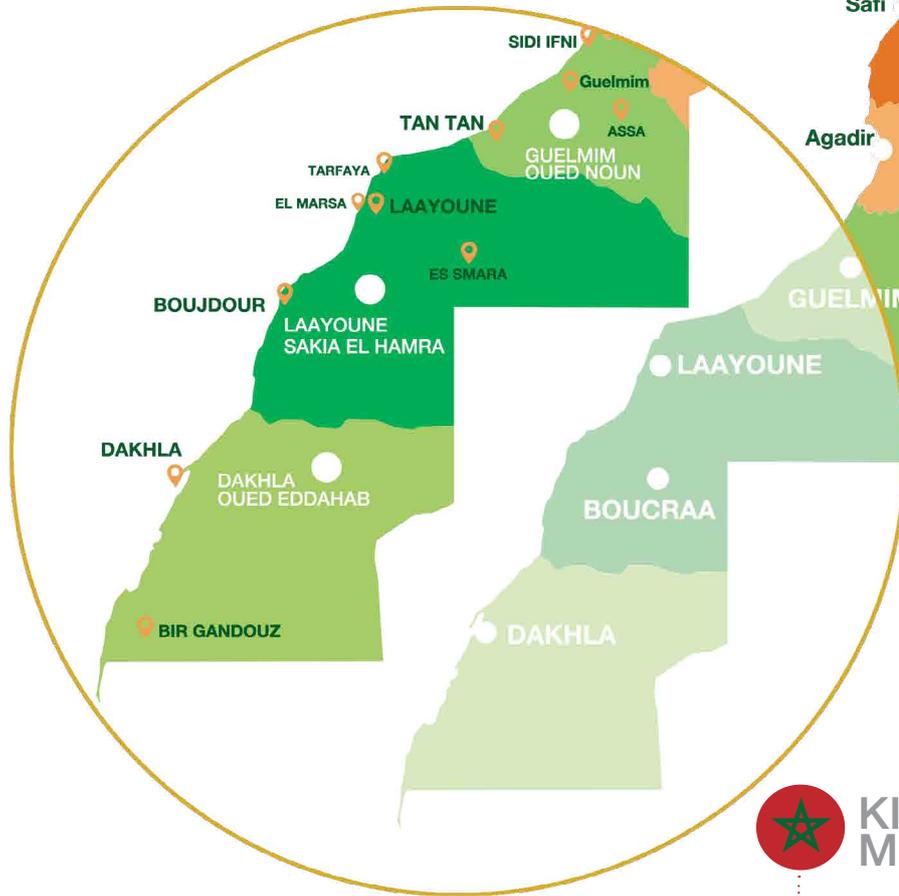
**The Foundation also sows the seeds of entrepreneurship.** To this aim, we have been associated to the prestigious MIT-DLab program to offer the must of entrepreneurship trainings to our Southern co-citizens. The results of this investment will shortly come to light to prove that empowered communities can create and enrich the economic dynamic in the Southern regions.

In the same near future, the urban project of Foug El Oued Technopole will deliver its promise. The springing up of the UM6P Research Center buildings, this year, underlines the central role of this project to ensure a sustainable development for the region.

Finally, as we are convinced that **inclusion is key for a better quality of life for all**, we focused even more this year on women empowerment.

This is the vision that we have been developing throughout the years, to guarantee the welfare and wellbeing of our communities in the Southern regions and the flourishing of the local culture, so that the human capital can be integrated, open and accessible to everyone.

# THE PHOSBOUCRAA FOUNDATION



 KINGDOM OF MOROCCO



## COMMITTED TOWARDS OUR COMMUNITIES

**G**uided by the practices and the values of the OCP Group and its industrial subsidiary Phosboucraa SA, the Phosboucraa Foundation is committed **to build and reinforce the capacities and skills of its communities** in the 3 Southern regions of the Kingdom.

Five years after our creation in 2014, our achievements are tangible and our numerous and various initiatives benefit the largest number. **Serving our communities is an ambition that keeps growing**, and that we strengthen more by involving the entire local ecosystem.

4

STRATEGIC MISSIONS

- Education for all and the improvement local communities' life quality
- Improvement of local communities' revenues
- Preservation, development and promotion of the natural and cultural patrimony
- Revitalization of the territory and improvement of its attractiveness

5

TAILORED PROGRAMS

- Social Development
- Entrepreneurship
- Agricultural Program and Environment Preservation
- Culture and Sport
- Urban Development

# KEY FACTS & FIGURES

## OUR “SCHOLARSHIPS FOR EXCELLENCE PROGRAM” CELEBRATES ITS FIRST GRADUATES

**157** SCHOLARSHIPS  
GRANTED  
**48** GRADUATES IN 2018

The graduates of the Scholarships for Excellence Program by Phosboucraa Foundation were at the center of an official celebration in Laayoune. The first two promotions, namely 2017 and 2018, have offered to the Southern regions an impressive record of achievements: the first scholarship holders accepted for a double diploma in the X Polytechnical School of Paris-Saclay University, the first scholarship holder ranked the 1st in the PSI branch National Common Competition, the first dentist graduate having devoted his thesis to the epidemiological study in the Province of Laayoune and finally the first graduate having conducted an exchange semester in South Korea.



## INNOVATING ENTREPRE- NEURSHIP WITH THE MIT CO-DESIGN SUMMIT

**60** PARTICIPANTS  
**6** PROJECT IDEAS

Guided by a program of the Massachusetts Institute of Technology, the MIT Co-Design Summit promotes a new catalytic approach of entrepreneurship. An original training which brings together, for the first time in the region, young aspirants to entrepreneurship, actors of local and national entrepreneurial ecosystem, as well as members of the Practical Impact Alliance network of MIT.

Planned on three stages, two of which have started in 2018, the training has benefited to 60 participants and given birth to 6 projects ideas, responding to local socio-economic needs. The last step of this program is planned for 2019 to further support of the emerging 6 project ideas.



## THE AGRICULTURAL CARAVAN INNOVATES WITH MASTER CLASS SESSIONS

**56** CAMEL BREEDERS  
ATTENDED MASTER CLASSES

For its 6<sup>th</sup> edition, the Phosboucraa Agricultural Caravan brought a new component at Assa Stop. In addition to the usual training seminars for the improvement of camel breeding and its by-products, the Phosboucraa Agricultural Caravan added to its program a Master class session to which 65 camel breeders attended during 2 days, the 3<sup>rd</sup> and 4<sup>th</sup> of April 2018.

These Master classes were highly instructive for the breeders as they tackled many aspects linked to the improvement of productivity and the promotion of camel products.



## A CERTIFYING TRAINING ON HSE FOR LAAYOUNE CONSTRUCTION COMPANIES

**140** PEOPLE TO BE TARGETED  
**22** BENEFICIARIES

The Phosboucraa Foundation in partnership with JESA, a specialised company in project and construction management services, has launched a cycle of training on Hygiene, Safety, and Environment on behalf of construction companies operating in the Southern regions.

The project is targeting 140 people. The training cycle started in December 2018, with 2 training modules, benefiting to 22 people from 9 construction companies.

## BREAST AND CERVICAL CANCER SCREENING CAMPAIGN

**5287** WOMEN SCREENED

Launched in July 2018, a health campaign dedicated to screening breast and cervical cancer started in the provinces of Laayoune, Boujdour, Dakhla, Aousserd, and Es-Semara. Concerning more than 5 000 women, this proximity campaign was marked by the programming of a training for local medical teams to develop their skills. They were 71 local practitioners trained on the techniques of breast and cervical cancer screening. On top of this training, the campaign was also the occasion to launch a study on the causes of cervix cancer in the Southern regions.



# SOCIAL DEVELOPMENT



## REINFORCING SOCIAL ENVIRONMENT, A STRATEGIC CHOICE

Phosboucraa Foundation commitment towards the Southern regions communities goes with strengthening the social environment. In this perspective, the Foundation chosed to channel its focus towards 3 social components, in line with its development vision, namely, education, capacity development and of course healthcare to ensure the best conditions for development.

In the chapter of good schooling, **the Foundation has opted for the most difficult: reintegrate youths who underwent school failure.** The most difficult thing about this mission, after a program of catch up and learning, is to convince the student that the starting point of a promising future is a good schooling. It is a psychological work on top of a pedagogical approach.

**This effort of focus on schooling is associated with a program encouraging academic excellence.** The year 2018 proves to what extent this strategy works with our scholarship for excellence beneficiaries winning access to the most prestigious universities and institutes at the international level.

**Coming to capacity development, the year is rich in actions and learnings.** The Foundation is capitalizing more than ever on its learning platform, the Learning Centers. Whether in Laayoune or Dakhla, this platform has become the foundation of each accompaniment strategy in favour of youths and women in the Southern regions.

And because health is critical to any social development, **the Foundation has also taken the lead to facilitate access to health to the largest number of people** through collaborating with Mohammed V Foundation for Solidarity and other specialized associations, that have the capacity to provide healthcare to the highest possible number of people. Focus on health benefits to the most vulnerable fringes, notably women, who get a particular attention through dedicated specialized healthcare campaigns.

# 2018 IN ACTIONS



## “SCHOLARSHIPS FOR EXCELLENCE PROGRAM”, AN IMPRESSIVE RECORD OF ACHIEVEMENTS

The start of 2018 school and university year has been marked by an exceptional celebration. The Foundation has honored the 157 beneficiaries of its Scholarships for Excellence program during a ceremony organized in Laayoune “Palais des Congrès”. The program, set to encourage academic excellence, displays results transcending expectations.

In 2018, more than half of the 157 graduates of this program are registered in the engineering section and 60% of the beneficiaries are girls. The first two promotions, namely 2017 and 2018, have offered an impressive record of achievements to the Southern regions : the first scholarship holder accepted for a double diplomation in the X Polytechnic School in the University of Paris-Saclay, the first scholarship holder ranked the first in the PSI Common Branch Competition, the first graduate dentist having devoted his thesis to an epidemiologic study in Laayoune Province and finally the first scholarship holder having conducted a semester of exchange in South Korea.

This academic success is possible thanks to the program's specific approach that consists not only in providing scholarship holders with financial support, but also in setting a coaching program, allowing their personal development and improving their soft skills.

**157 SCHOLARSHIPS GRANTED**  
**48 GRADUATES IN 2018**

**75% ENROLLED IN**  
**“GRANDES ECOLES” SECTION**



## A SUCCESSFUL 3<sup>rd</sup> EDITION OF « 9RAYTI 7SSAN » PROGRAM

The contribution to development inevitably goes through schooling success. And the unfortunate should not remain in the margin of the movement. In this perspective, the Phosboucraa Foundation has launched the “9rayti 7ssan” program, an initiative fighting school dropout, directed by Laayoune Learning Center in partnership with the Provincial Directorate of National Education and Professional training in Laayoune.

The Phosboucraa Foundation “9rayti 7ssan” project covers 3 school years (2015--2018), during which professors and pedagogical teams have been mobilized to intervene with youths undergoing difficult schooling, after two experiences of school failure. The program targets literal, scientific, and economic sections, with the aim of reinforcing students' skills and encouraging them to carry on with their studies.

At the end of 2018, the results speak for themselves. “9rayti 7ssan” has a total of 280 trained and oriented beneficiaries, 2296 hours of training, 2 meeting workshops with the beneficiaries' parents, and a success rate of 70%, proving the validity of this program.

**280 BENEFICIARIES**

**70% SUCCESS RATE**



## MICROSOFT, GROWING DIGITAL INCLUSION

The social insertion of youth is no more possible without digital inclusion. The digital and technological revolution concerns all sectors and requires that youth should be prepared and trained in schools. This objective has paved the way for a partnership signed with Microsoft Morocco in October 2017. 2018 has been a year of fulfilment of this partnership, notably the launch of IT Skills and coding programs.

Thanks to the digital inclusion program, 2 022 certifications of “Microsoft Office Specialist” (MOS) have been delivered to 874 youth. For “Microsoft Certified Professional” (MCP), a preparatory professional training to advanced certification, it has been delivered to 13 IT trainers and 36 youths.

By the same token, the learning centers, notably that of Laayoune, has provided a training to 26 civil society organisations on Office 365. The end of 2018 has also been marked by the launch of the Coding training for 44 tutors from Laayoune and the other Southern regions, with a view to start a mass program in 2019 about “Minecraft Education Edition”, a creative game-based learning platform.

It is worth noting that Laayoune Learning Center has an E-Learning platform with an interactive content of all provided trainings, which 1 362 youths benefited from.

**874 MOS CERTIFIED YOUTHS**

**49 MCP CERTIFIED**

**44 TUTORS TRAINED ON  
CODING**

# 2018 IN ACTIONS



## LAUNCH OF “YOUTHS AND VOLUNTEERS” INITIATIVE

Our Dakhla Learning Center organized the first edition of “Youths and Volunteers” initiative that comes to celebrate thirty workshops devoted to civic and citizen commitment. The workshops were dedicated to introduce the Dakhla Learning Center beneficiaries to the culture of citizenship as well as to the associative life and volunteering. Trainings allowed Dakhla youths to design fifteen initiatives of citizenship, to which more than 1000 people outside the center took part in, and many local actors involved in the associative life and volunteering have been mobilized.

Through this new citizenship initiative, the Dakhla Learning Center provides its adherents with the necessary skills to allow them to participate in the important public debates and be active citizens involved in the making of the local social and economic policies.

This objective of making youths contribute to build and improve their communities' future has enticed the Center to put its beneficiaries in contact with ideas and people from different perspectives, aiming at stimulating and developing critical thinking skills to guide them towards a constructive participation in the activities of their community.

**15** CITIZEN INITIATIVES

**1 000** PARTICIPANTS



## 3<sup>rd</sup> EDITION OF THE WIC, A PROGRAM FOR WOMEN SOCIAL INCLUSION

If youths benefit from a large part of our programs, women also count. The importance of women in the development of society has urged the Foundation to provide them through its biggest Learning Center with a program 100% dedicated to women.

The Women Innovation Circle (WIC) set up in 2016 in Laayoune Learning Center aims at the social inclusion of women. This program, that displays the gender approach of the Learning Centers, focuses on the development of social and societal capacities of women by programming tailored diverse trainings.

For its 3<sup>rd</sup> edition, the Women Innovation Circle benefited two promotions in 2018. 162 women benefited for the first time from the WIC courses, including children education, budget management, hygiene, house security, and the familiarization with the digital universe. And the 137 women, who attended the WIC in 2017, came back to complete their training, taking English and French courses as well as initiating themselves to basic digital tools.

In total, there are 299 women whose capacities have been reinforced by a better participation in social life.

**3<sup>rd</sup> EDITION OF WIC**

**299 BENEFICIARIES**

2018  
IN ACTIONS



## “RAMADAN MEDICAL CARAVAN” OF MOHAMMED V FOUNDATION FOR SOLIDARITY

Making healthcare accessible to the largest number requires mobilizing important means. In 2018, the Phosboucraa Foundation initiated a collaboration with Mohammed V for Solidarity Foundation to roll out their “Ramadan medical caravan” in the Southern regions. Hence, from May to June 2018, the caravan stopped in five sites of Guelmim Oued Noun region: Assa city, Guelmim city, Guelmim-Ifrane Atlas Saghir, Guelmim-Asrir, Tan-Tan Louatia, and Tan-Tan city.

During one month, the caravan offered multidisciplinary healthcare services in many specialities, among which General Medicine, Ophthalmology, Odontology, Radiology, Echography, Gynaecology, Paediatrics, Gastrology, Endocrinology, Rheumatology, Chest Medicine, on top of offering biologic analyses services and free medication with two pharmacies at place. The quality of the service was reinforced by the presence on site of 7 mobile units, including 4 x-ray scanners, a laboratory of analyses, ophthalmology and Odontology units, plus an ambulance.

This Ramadan medical caravan mobilized a large medical and paramedical qualified staff. The quality of service and the strong commitment and participation of all teams, from Mohammed V Foundation for Solidarity, Phosboucraa Foundation, as well as members of the Health Ministry Provincial teams, made it a successful initiative. In one month, the Ramadan medical caravan enabled us to serve more than 26 530 patients. A number that highlights the Phosboucraa Foundation efforts to respond to the Southern communities' needs by making healthcare accessible to the largest number of people.

**26 530 PATIENTS TREATED**

**+12 MEDICAL SPECIALITIES  
PROVIDED**



## BREAST AND CERVICAL CANCER SCREENING CAMPAIGN

**A socially integrated woman is first of all a woman in good health.** This very simple rule inspired the Phosboucraa Foundation to design a large health program benefiting exclusively to women. The programme focused on providing breast and cervical cancer screening all over the 3 southern regions of the country, and this for 3 years. A long-term program that requires the mobilisation of specialised teams and equipments. Hence, the collaboration of the Foundation with different associations and partners that are known as having the necessary expertise to reach the highest possible number of women. In this sense, the campaign records the participation of different important partners such as the ministry of health, Lalla Salma Foundation, the Foundation for the support to patients suffering from cancer (ASMAC- Balsame), the Moroccan association for Public and Environmental Health (AMSPEV), EL AMAL Association fighting against cancer in Mohammedia city and the Marrakech Mohammed VI University Hospital.

Launched in July 2018, the campaign provided breast cancer screening service to 1837 women in the provinces of Laayoune and Boujdour and to cervical cancer screening to 1576 women.

In the province of Dakhla et Aousserd, the number of realised screening related to breast cancer is of 2253 and 1542 for cervical cancer. Cancer screening in the Es-Semara region concerned 976 women.

On top of making healthcare accessible to women, this dedicated health caravan was also engineered to include two important components. The first concerns the training of local competences. Resources have been mobilised to allow the practitioners of the Southern regions to benefit from a specialised training in breast and cervical cancer screening: about 71 practitioners followed a training on the practical acts of IVA and the colposcopy. The second concerns the launch of a scientific research study to determine the infection responsible for cervical cancer in the Southern regions.

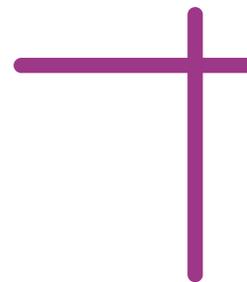
**1 CAMPAIGN IN 3 PHASES**

**5 287 PATIENTS  
SCREENED**

**71 LOCAL PRACTITIONERS  
TRAINED ON SCREENING  
TECHNIQUES**

WIDE ANGLE





## YOUTH CAPACITY BUILDING, A HEAD LIGHT PROGRAM

The Learning Centers of Laayoune and Dakhla succeeded in 2018 to train 1 048 youths in the framework of youth capacity building program, Emergence of Competences (EDC). This program launched since 2014, is designed to develop the skills of graduated local youths and accelerate their socio-economic insertion. It aims to develop youth personal aptitudes and to support them in their insertion through modules on the welfare, the elaboration of a professional project, personal development, coaching, learning foreign languages, communication skills, public speaking, new technologies, as well as civil initiatives.

Designed as a high level program, EDC offers a training that lasts 14 weeks, conducted by Amideast Maroc, an international partner, managing the Foundation centers both in Laayoune and Dakhla. The program is based on a methodology promoting close follow up of adherents through the different stages of the training.

Following the steps of the former EDC promotions, 2018 adherents have also been prepared for certifications acquisitions. Through the EDC training, they were coached to obtain different certifications, like the International French Test (TFI), Test of English for International Communication (TOEIC), Microsoft Office Specialist (MOS), and the International Business Edge program for management and entrepreneurship capacities.

The success of the EDC program among youth in Laayoune and Dakhla encouraged the Foundation to extend the program scope of work to other provinces, namely Boujdour. Building on the capacities of Laayoune Learning Center, the Foundation organized in 2018 the first edition of the EDC program for the profit of 112 youth adherents of Boujdour Province. The beneficiaries profited from 14 weeks training allowing the targeted group to develop knowledge, well-being and know-how, through individual coaching and support.

**14 WEEKS OF TRAINING**  
**1 048 YOUTHS TRAINED**

**1<sup>st</sup> EDC IN BOUJDOUR**  
**112 YOUTHS TRAINED**



# ENTREPRENEURSHIP



## THE SEEDS TO BUILD LOCAL ENTREPRENEURSHIP ECOSYSTEM

The whole challenge of development lies in the population capacity to participate in wealth creation. The economic context in the Southern regions of the Kingdom of Morocco is similar to the other regions of the country: the misalignment between skills demand and supply on one hand, and business creation lagging behind needs on the other.

Consequently, to support the Southern regions socio-economic development, the only way to be effective is to work on improving the match between skills demand and supply, and business creation drivers. With this in mind, Phosboucraa Foundation has established an entrepreneurship strategy, organized into a set of coherent initiatives centred on challenges in response to the Southern Provinces entrepreneurship promotion.

The initiatives involve a stimulating work around entrepreneurial spirit in youth, as well as entrepreneurship skills development, among professionals and entrepreneurs. They address young self-employed, small-businesses, cooperatives, and projects entrepreneurs.

The quest of excellence drives, therefore, to take the best possible offer as it was the case in 2018 through of the MIT D-LAB program of the American University MIT, and the PIAE and CEFE programs of Mohammed V Foundation for Solidarity.

A strategy that begins to bear fruit on the ground, to promote local economic fabric emergence, experts network for entrepreneurial support, and finally, to offer development opportunities.

# 2018 IN ACTIONS



## 1<sup>st</sup> EDITION OF « DAKHLA BUSINESS CHALLENGE »

In the region of Dakhla, the Dakhla Learning Center supports and trains youth holders of projects, from idea conception to creation. The entrepreneurship program of DLC in 2018 allowed 52 project holders to be accompanied and trained during 2 months. The training closed with a ceremony named “Dakhla Business Challenge”, which not only aims at putting ahead entrepreneur youths, but also and specially at facilitating their link to the different actors of the local socio-economic ecosystem in order to fulfil their projects.

The first edition of “Dakhla Business Challenge” allowed 12 entrepreneurs (4 women and 8 men) within 52 competing projects to present their projects in front of a specialized jury. Three projects were awarded by a jury composed of experts in entrepreneurial initiatives. The first project is devoted to soap manufacturing made of local products, presented by the brothers Fatma and Mohammed Bougharioum. Always in the register of local particularity, the second project consists of promoting the sahraoui “Daraa” with the use of new technologies, a project held by Hind Kantaoui. The third project led by Meryem Iziki is devoted to the jam production made of cherry tomatoes without adding preservatives or colouring agents. The support of these projects continues beyond the Business Challenge.

The support does not stop in creation, but it also covers the post-creation phase to ensure the permanence of the enterprise.

**52 PROJECTS HOLDERS  
TRAINED**

**3 PROJECTS  
AWARDED**



## 7<sup>th</sup> EDITION OF «JUNIOR ENTREPRENEUR BREATH»

For Laayoune Learning Center, the sensitizing to entrepreneurship is a module taught to graduated youths in quest of professional insertion in the framework of the Emergence of Competences Program. An optional module which aims to bring an alternative for employability by stimulating youths' entrepreneurship and leadership spirit. The module paved the way for a competition of Junior Entrepreneur Breath (JEB), celebrating its 7th edition today.

Thought as being a real professional competition with a jury of expert, the JEB puts the youths in real conditions of promoting and valuing of a new idea project. The 7th edition has given the opportunity to select and reward 23 project ideas representing various sectors: cosmetic products, local products, educative projects...

**130 PARTICIPANTS**

**23 AWARD-WINNING PROJECT IDEAS**



## 2<sup>nd</sup> EDITION OF SUPPORTING SMALL BUSINESSES BY THE LLC

Because of their small size, small firms are more fragile structures. However, their role in the revitalization and density of the economic field is primordial. Given this fact, the Foundation, through its Learning Center of Laayoune, launched in October 2018 the second edition of its program of supporting small businesses to enable these structures to face the various market challenges.

In 2018, the promotion knew the subscription of 60 project holders. On the 60 ideas submitted, 45 were retained to follow this training and support program designed to help small businesses on many aspects, ranging from legal creation of their firms, to the elaboration of their business plans, and later providing post-creation support that encompasses coaching, mentoring and networking.

**60 PARTICIPANTS**

**45 PROJECT IDEAS SELECTED**



## PARTNERSHIP WITH « BOUJDOURMOUBADARA » ET « DAKHLA MOUBADARA »

To develop entrepreneurship in the Southern regions of Morocco, Phosboucraa Foundation's approach relies also on working along partners who are involved in supporting project holders.

In 2018, business creation and support of small businesses was reinforced by signing two new agreements with local NGO's. The success of «Laayoune Moubadara» partnership encouraged the Foundation to grant its support to «Boujdour Moubadara» and «Dakhla Moubadara».

Based on honor loan granting, these initiatives' objective is to finance young people's small projects, without guarantee nor interest. In Laayoune, 54 projects were financially backed by granting honor prizes. In 2019, the program benefit Dakhla and Boujdour project holders.

# 2018 IN ACTIONS



## 1<sup>st</sup> EDITION OF « PROGRAM OF INSERTION THROUGH ECONOMIC ACTIVITIES » (PIAE)

Strengthening the economic fabric also requires the creation of small economic activities. For 2018, Phosboucraa Foundation has joined forces with Mohammed V Foundation for Solidarity to deploy in the Southern regions of the Kingdom, and particularly in Guelmim Oued Noun region, a specific program dedicated to boost economic insertion through providing support to small economic activities (PIAE).

The program offers support to project holders at two different stages. The first concerns developing their skills, at pre-creation and post-creation stages. The second concerns the financing of the projects.

Launched in July 2018, the program registered the participation of 160 young project holders, out of which 48 were selected to benefit from an entrepreneurial training delivered by the program's partners, Maroc PME and the German cooperation GLZ.

In 2019, the program will deploy financial support to purchase the necessary equipment to start the entrepreneurial activity of the 48 projects. A post-creation support is also planned over 2 years.

**160 YOUNG PARTICIPANTS**

**48 PROJECT HOLDERS  
SELECTED**



## REINFORCEMENT OF ENTREPRENEURIAL CAPACITIES OF COOPERATIVES

2018 is the year of birth of a new entrepreneurial program of the Foundation that focuses on cooperatives. This program of reinforcement of capacities aims to supervise cooperatives to produce and have access to the market, in the respect of applied norms and standards, to improve their performances and revenues in order to ensure the best conditions of life for the beneficiaries and their families, and finally to contribute to local and regional economic development by the creation of wealth.

Launched on the 27th of July 2018 in Laayoune Sakia El Hamra region, the first edition of this program concerns the agricultural cooperatives. This initiative recorded a strong participation. On the 175 submitted applications, a comity of experts selected 64 agricultural cooperatives consisting of 433 shareholders to benefit from the support of the Foundation spread over 2019 and 2020.

In 2019, the beneficiaries will start a training of skills development, the finalising of projects cards, and the launching of activities such as defined with the participation of beneficiaries.

**175 APPLICATIONS**

**64 COOPERATIVES  
SELECTED**



## TRAINING FACILITATORS TO SUPPORT PROJECT HOLDERS

Within the approach of entrepreneurship development, the training of a support network for projects holders is crucial. In partnership with Mohammed V Foundation for Solidarity, The Phosboucraa Foundation trained 19 youth facilitators based on the German approach CEFE.

Once the certification is issued, the 19 youths were able to animate training sessions in order to transmit entrepreneurship skills and guidance to the projects holders. The CEFE method was chosen because it is based on "learning by doing". A method that allows facilitators to provide a tailored support that takes into account the particularities of the region.

The workshops lasted 26 days and benefited 6 participants from Guelmim, 6 from Tan-Tan, 2 from Sidi Ifni, 2 from Laayoune, 2 from Dakhla and 1 from Assa. The final objective of this initiative is to enable the Southern regions to have a network of experts capable of providing support to all project holders.

**26 DAYS OF TRAINING**

**19 FACILITATORS TRAINED**

WIDE  
ANGLE

MIT Pratical  
Impact Alliance  
Co-design Summit





## MIT D-LAB CO-DESIGN SUMMIT, TO BOOST LOCAL ENTREPRENEURSHIP

For the first time in Morocco, the MIT D-lab program affiliated to the American University of Massachusetts Institute deploys its methodology of collaborative design in Morocco and notably in the Southern regions of the Kingdom. This program was specially directed towards entrepreneurship to bring a response to the socio-economic challenges of the region and initiate a new approach to business.

Planned over 18 months, the MIT D-Lab program is shared out in three phases. The first took place from October 15th to November 2nd of 2018. It aimed to introduce 30 youth entrepreneurs of the Southern regions to the concept of design thinking through the technologic innovation. This phase known as Creative Capacity Building also benefited 15 key players in entrepreneurship promotion at the local and national level and trained 17 of the facilitators, with the objective of taking over and sustaining the methodology. At the end of the training, the program was able to select 13 entrepreneurs to participate in the second phase program, which took place from November 25th to December 2nd.

As a strong moment of the MIT D-lab program, the Co-Design Summit is the second step which puts in contact aspiring entrepreneurs selected during phase one, with the national and local entrepreneurial ecosystem as well as the members of MIT Practical Impact Alliance network.

During one week, 60 people were called to apply the method of co-design specific to MIT D-lab to identify and develop innovative entrepreneurial ideas. The challenge was to promote themes linked to the local environment and potentialities of the three regions of the South.

A challenge won and confirmed by the birth of 6 project ideas that youths proudly presented during the closure ceremony in November 30th of 2018 in Laayoune's "Palais des Congrès".

The venture will continue in 2019. A third and last phase will be carried in 2019. It will consist of providing support to the aspiring entrepreneurs to implement their projects.

**4 WEEKS OF TRAINING**

**60 PARTICIPANTS**

**30 ENTREPRENEURS TRAINED**

The image features a vibrant green circular overlay in the center, containing the text 'AGRICULTURAL DEVELOPMENT' in white, bold, uppercase letters. The background is a photograph of a lush agricultural field with green plants and yellowish-brown seed heads. A person wearing a dark jacket and a cap is visible in the background, slightly out of focus, standing in the field. The overall scene is bright and sunny, suggesting a clear day.

# AGRICULTURAL DEVELOPMENT



## OPENING UP NEW PERSPECTIVES IN AGRICULTURAL FIELD

There is no doubt: research and innovation open up new perspectives. In the agricultural field, this rule has become a necessity, especially in the Southern regions of the country, where the population is in the way of sedentary life style in a hostile natural environment. This challenge was uprooted and won thanks to the different initiatives conducted by our Foundation in the regions. 2018 brings proofs to this investment started in 2015.

Along with the activity of sensitising and training of farmers that it leads every year through the Phosboucraa agricultural caravan, the Foundation invests more and more in research as a means to long term development.

The community of Foug El Oued, with whom the Foundation works since 2015, is considered as an agriculture modal in the Sahara region, with a strong innovation leadership. Thanks to the setting up of a salinity card and the introduction of new cultures tolerant to salinity, Foug El Oued farmers have been provided with a road map to reduce the threats of salinity and to reinforce the capacities of agricultural production.

Innovation did not stop there. 4 years research results led by the Foundation have equally allowed to provide farmers with new promising cultures to be exploited on a large scale, such as the Blue Panicum, and to leverage a local product by introducing the Quinoa in the making of local couscous, bringing a new brand to the market under the label of "Couscous Soudassi".

Endeavouring to bring concrete responses to specific local agricultural needs, the Foundation throughout the years reinforces its conviction to build on the development of knowledge and the quest for innovation. This same conviction justifies the Foundation involvement this year in the organization of ISOCARD, a scientific international conference on camelid, that aims to open new perspectives to camel breeders. While some initiatives have delivered their outcome, others are in the process of being seeded. An ongoing investment approach vital for a region where the population is strongly attached and influenced by the agricultural activity.

# 2018 IN ACTIONS



## FOUM EL OUED PROJECT, CLOSURE OF A PROJECT RICH IN ACHIEVEMENTS

Launched in 2015, the Foug El Oued Project promotes an integrated approach of agricultural development. Rich of fulfillments on both technical and social levels, the project aimed for the farmers' productivity growth, by improving their revenues and their conditions of living. Different initiatives were led with this program both for farmers and their families, ranging from the introduction of new cultures tolerant to salinity, the promotion of new technical practices, the training of farmers to develop technical and managerial skills, the setting up of community facilities and services, to the support of rural projects generating revenues.

The closure of the project in December 2018 was marked by the writing of a report, and the setting of technical cards enlisting all cultures tolerant to salinity that were introduced in the region within this program. The report captures how the farmers of 52 exploitations of an average area of 8 ha have now the possibility to make the most of their land, in a sustainable way, while improving their revenues and their quality of life, as well as the one of their families. The 4th year of the project, year of the closing, recorded additional achievements. These range from the conduct of new agronomic trials, the organization of trainings for farmers and for Foug El Oued youth on life skills, as well as promoting communal and entrepreneurial services, distributing school supplies and finally promoting a project generating revenue on behalf of 30 Foug El Oued rural women.

**41 AGRONOMIC TRIALS**

**577 SCHOOL SUPPLY KITS  
DISTRIBUTED**

**1 213 YOUTHS TRAINED**

**545 TRAINING DAYS FOR  
FARMERS**



## THE AGRICULTURAL CARAVAN FOCUSING ON CAMEL PROMOTION

For the sixth edition of the Phosboucraa Agricultural Caravan, launched on April 5th of 2018 in Assa, chief place of Assa-Zag Province, the caravan brought newness aiming to improve breeders know-how. Hence, on top of the usual technical and scientific presentations animated by experts to expose latest innovations in the camel field, the sixth edition of the Caravan this year innovated by introducing Master Class sessions and organizing a competition.

The Master Class taking place the 3rd and 4th April for the benefit of 60 camel breeders on themes related to improving camel productivity and the promotion of camel products in the objective of helping farmers to increase their revenues, met a great success.

The moderation of the Caravan Master Class was conducted by national experts, as well as foreign specialists, who came to present the experiences in their countries related to developing the camel value chain. Such initiative enables local camel breeders to get more familiar with new production techniques and to focus more on the rational conduct of camel breeding as well as the improvement of performance through a better understanding of how to handle nutrition, health, and how to promote camel products.

To join the useful to the pleasing, the Phosboucraa Caravan in Assa was marked in 2018 by the organization of a competition, in partnership with the Ministry of Agriculture, Assa-Zag Province, the Chamber of Agriculture and the professional organizations of the region of Guelmim Oued Noun, aiming to encourage the quality of camel breeding. This competition led to the selection of the most performing camels in the region. Prizes were granted to the best "reproducers", "dairy she-camel" and "baby camel".

**2 DAYS OF MASTER CLASSES**

**350 FARMERS BENEFICIARIES**

**60 BREEDERS TRAINED**

**1<sup>st</sup> CAMEL COMPETITION**



## THE SCIENTIFIC CONFERENCE ISOCARD MAKES A STOPOVER IN LAAYOUNE

Developing the camel sector requires to stay updated of what is made in terms of research on camels. In this perspective, the Phousboucraa Foundation supported for the first time the organization of the 5th edition of ISOCARD in Laayoune, the most known international scientific conference about camels.

Organized under the High Patronage of His Majesty King Mohammed VI, the conference of the International Society of Research and Development of Camelids (ISOCARD) held from 12th to 15th November of 2018, devoted this edition to "Recent progress in the Camelids: Biology, Health and Production."

The reputation of this scientific event attracted 269 national and foreign experts, representing 35 countries, making Laayoune city, during 4 days, a real crossword of exchanges and expertise on camels. In a region where camels are deeply associated with local culture, ISOCARD created the event. Along with sharing and exchanging experiences and know-how about camelids biology, production, and health, three technical specialized workshops have been organized and moderated by distinguished specialists. The workshop programs included camel milk cheese production, camel morphometry, and molecular genetics to improve camel production.

**35 PARTICIPANT COUNTRIES**

**269 CONFERENCE DELEGATES**

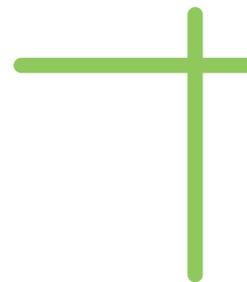
WIDE  
ANGLE

UNESCO  
FONDATION  
PHOSBOUCRAA

تعاونية  
ALAYAFA

العناية بقم المواد لإنتاج  
السبائس، بالكيلوا





## «COUSCOUS SOUDASSI», AN OUTCOME OF INNOVATION

During 4 years, The Phosboucraa Foundation led a program of research on the new cultures tolerant to salinity in the perimeter of Foug El Oued. The outcome of this research revealed that the Quinoa, a new species for the region, shows to be remarkable. The yield of these grains, their quality and size prove to be exceptional and promising for the region, despite the salinity of the soils.

Strong with this result, the Foundation has decided to promote the Quinoa in the region, and to make it a project generating revenue for Foug El Oued community.

It is in this way that Al Ayafaa cooperative project was born. A cooperative composed of 30 women of different ages, supported and trained by the Foundation. The project consists of producing a new couscous variety “Couscous Soudassi” made of 6 cereals, including the Quinoa.

The elaboration of this new product required a support at many levels: providing the cooperative with suitable production premises responding to food industry standards, allowing them to acquire necessary equipment for production, and introducing them to management and marketing as well as Quinoa production techniques. This support, meant to cover all the value chain including even the packaging of the product, has allowed this cooperative to take a momentum of this project in the markets.

The initiative success confirms itself by the popularity of the “Couscous Soudassi” product among the visitors of the national exhibition “the Salon of Social and Solidarity Economy” in which the cooperative took part in November 2018 in Agadir.

**1 UNIT OF COUSCOUS PRODUCTION FINANCED**

**30 WOMEN BENEFICIARIES**



# CULTURE & SPORT



## REINFORCING THE SOCIAL CAPITAL THROUGH SOCIO-CULTURAL INTEGRATION

Culture and sport are important components to help constitute a social capital. Uniting people, sport and cultural activities - like conferences, exhibitions and sports gatherings - generate solidarity and social cohesion. Their impact consists of favoring social integration, developing the sense of autonomy, building capacities, creating new economic opportunities, as well as reinforcing trust, pride and open-mindedness among citizens.

It is with this aim that the Foundation, since its launch, has been investing in culture and sport. Every action in this field was meant to preserve local culture, revitalize the cultural and intellectual scene, encourage talents in sport, and train youths to embrace new economic opportunities within these fields.

In 2018, that effort not only continued, but it has been reinforced to generate cultural and sport projects that can provide economic opportunities for the community, and open new perspectives of creativity and leadership. The fact is that being capable to re-invent and to imagine the future has become a key competence in a world oriented to the economy of knowledge.

By stimulating creativity among youths, through offering spaces of exchange, and supporting talents, the Foundation does not only work for socio-economic revitalization, but it is also involved in improving the life quality of the Southern communities.

# 2018 IN ACTIONS



## LAUNCHING TWO NEW VOCATIONAL TRAININGS IN ART FIELD

The contribution of culture in the creation of an economic dynamic is unquestionable. Culture, today, offers the opportunity to create economic opportunities and to contribute to economic insertion. For the youths of the region, the Phosboucraa Foundation has initiated this year 2 vocational trainings in art. These two trainings - "Professional Photograph" and "Graphic Designer" - aim to open new perspectives for the youths of the region by training them on activities that know a high demand in the market. Conducted in partnership with Art'Com School, specialized in design, the 2 certifying trainings allowed the participants to master the techniques of professional photography and acquire the technical skills of graphic design.

For the 33 youths benefiting from the professional photography program, the training was closed by the organization of a photo exhibition entitled "Lumière du Sud". An event that contributes to revitalizing the cultural scene, and provides the region with new talents capable of promoting a new perspective of the local culture as well as improving the attractiveness of the territories. As to the 18 graphic designers, the 6 months of training have allowed them to accelerate their professional integration. It is important to note that these 2 vocational trainings have the particularity of having a high insertion rate, almost 100%.

**33 YOUTHS TRAINED  
TO PHOTOGRAPHY**

**18 YOUTHS TRAINED  
TO GRAPHIC DESIGN**



## SUPPORTING SIX READING SPOTS IN LAAYOUNE

Promoting culture goes also through promoting reading. To this title, the Phosboucraa Foundation continues to support 6 reading spots in Laayoune in partnership with the APDS and the region of Laayoune Sakia El Hamra. The contribution of the Foundation to this program allows the young inhabitants of Laayoune to continue benefiting from this socio-cultural service. The 6 reading spaces offer access to books under the supervision of socio-animators. A service that aims to encourage youths to read, and subsequently to stimulate learning, creativity, and open-mindedness. Building the future implies also investing in reading.

**6 READING SPOTS FINANCED**



## INAUGURATING « DAKHLA CULTURAL SALON »

The revitalization of the socio-cultural life of a city depends also on providing the community with a cultural space. The Dakhla Learning Center, the second platform of training launched in 2016 by the Phosboucraa Foundation to become a major actor of socio-cultural development in Dakhla, inaugurated Sunday, December 24th the “Dakhla Cultural Salon”.

Built on the roof of the DLC, “Dakhla Cultural Salon” is meant to be a 100% cultural space that will start in January 2019 providing improvisation classes, and singing and theatre courses.

The cultural program of the salon plans a rich agenda of activities, comprising the organization of various artistic activities, including plays, concerts, photography exhibitions..... It aims to animate the city of Dakhla, 2 times a week with these cultural activities that will attract more than 2000 visitors per year.

**250 BENEFICIARIES**

**2 000 VISITORS TARGETED**



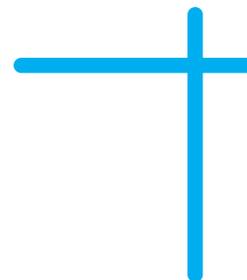
## AUDIO RECORDING OF « THE LITTLE PRINCE » IN HASSANI

Preserving culture and promoting local heritage contribute to social cohesion and communities' development. In this perspective, the Foundation, in partnership with the CNDH, supported in 2018 the production of an audio version of the international book “The Little Prince” in Hassani. Prior to that, the book, known to be the most sold in the world after the holy books, has been translated into Hassani by the Foundation and the CNDH. Both initiatives are meant to bring to light the contribution of the Southern communities to the birth of this masterpiece while making it accessible to local community.

As a reminder, “The Little Prince” book was written in Tarfaya where the author lived in contact with local communities, initiating him to the nomad Hassani culture and getting inspired from the values of men of the desert. The book is today a source of pride for the Hassani community. Converting it to an audio format will for sure make it even more accessible.

# WIDE ANGLE





## « SPORT NATURE SOLIDARITY FOR ALL WOMEN », A LEVER OF LEADERSHIP

Sport practicing is a vector of social integration. But it is also a lever of leadership. This principle is translated by the Foundation to a concrete action through continuing the effort of promoting the program “Sport Nature Solidarity for All Women”. Launched in 2017 with Lagon Dakhla Association, this leadership building program met a considerable success that enticed the Foundation to carry on with this social experience, for the second year, in an even more intense and richer way in terms of programming.

Entirely devoted to the development of leadership among women in the Southern regions, the program “Sport Nature Solidarity for All Women” proposes in its first phase workshops, animated by Lagon Dakhla Association on themes related to citizenship, sport values, nutrition, well-being as well as the practice of sport in nature. The first phase of the program attracted the participation of 170 women. The 70 participants selected, among whom 20 from Guelmim, 20 from Dakhla, and 30 from Laayoune regions, will take part in the 1st inter-regional competition organized in Laayoune in January 2019.

Beyond being a sport event, the inter-regional competition in Laayoune aims to promote women inclusion, an essential condition for the development of communities and the decrease of inequalities. The participants in this competition are, hence, women selected not only for their sport capacities but mostly for their social commitment towards their community. The inter-regional competition will pave the ground to the selection of the best teams to take part in the international sport event “Sahraouiya 2019” to be organized in February 2019.

**170 PARTICIPANTS**

**70 WOMEN SELECTED**

**3 SPORT SENSITIZATION WORKSHOPS**

An aerial architectural rendering of a modern urban development. The scene shows a dense grid of buildings with flat, light-colored roofs and a mix of architectural styles. A prominent feature is a large, semi-transparent teal circular overlay in the center, which contains the text 'URBAN DEVELOPMENT' in white, bold, sans-serif capital letters. The overlay also shows a detailed view of a street with trees, a bus, and pedestrians. The background includes a beach, the ocean, and a desert landscape under a bright sky. The overall aesthetic is clean and futuristic, emphasizing sustainable and integrated urban planning.

# URBAN DEVELOPMENT



## A BALANCED AND SUSTAINABLE VISION

The Southern regions of Morocco are at the heart of a multidimensional development project. Initiated by His Majesty the King Mohammed VI, the project of the Foug El Oued Technopole, which is planned to evolve on different phases, will deeply influence not only the architecture and the urban planning in this part of the Kingdom, but also all the territorial and human development of the region.

Aware of the importance of this project, the Phosboucraa Foundation, has framed its territorial development actions in a balanced and sustainable vision. The Foug El Oued project, resorting to a participative approach, manages the balance between the will to reinforce and improve the natural and human context, and the objective to develop a strong urbanity that responds to local needs in terms of infrastructure, all in the respect of local particularities.

3 strong components are driving this project: a knowledge and research pole, driven by Mohammed VI Polytechnic University with its research center, a High School of Excellence, and a Center for Industrial Competences, a business pole meant to host a start-up incubator to support project holders and boost start-ups, and a culture pole aiming to create a new socio-cultural dynamic along with improving the region attractiveness. These three components reflect the Foundation approach to make Foug El Oued Technopole a place where its development strategy is displayed on a long term and in a sustainable manner.

Sustainability is among the main objectives of the Technopole that the Foundation endeavors to achieve through implementing a participative and inclusive approach. That includes the different stakeholders involved in the development of the project. By involving and developing the capacities of the local ecosystem, the Phosboucraa Foundation builds the necessary levers to grant the sustainability of the project.

2018 is the year that registers the springing up of the first buildings of Foug El Oued Technopole, besides the launch of a citizen consultation on urban planning named “Dessine-moi une ville”, and a new training meant to leverage the skills of local construction sector actors.

# 2018 IN ACTIONS



## THE 2<sup>nd</sup> SHORE OF FOUM EL OUED TECHNOPOLE GETTING READY FOR CONSTRUCTION

In 2018, the project of Foug El Oued Technopole has consistently progressed. The left shore where the UM6P Research Center is situated, witnesses the springing up of the Research Center's buildings. Whereas, the right shore on which Mohammed VI Polytechnic University is situated gets ready for construction.

For the launch of construction in the second shore, many administrative actions were concluded, with the involvement of all institutional partners. In addition, all surveys were re-conducted leading to the finalizing of the second shore Masterplan. Another key element in this preparation is the land purchase and the obtaining of all administrative permissions. The preparation process equally covered the finalization of the land purchase request, the completion of land registration, the submission of a derogation for Site 2 Masterplan (600 ha), the obtaining of a subdivision permit Phase 1 (80 ha), and finally the launch of a public survey and an environmental impact study.

In term of sustainable development, the project also witnessed the launch of a certification process to obtain "HQE™ Aménagement" Certification. This certificate allows the foundation to ensure a better management of the project and to enhance the local context.

**MASTER PLAN 2 FINALISED**

**LAUNCH OF HQE™ AMENAGEMENT  
CERTIFICATION**



## TRAINING ON « HYGIENE, SAFETY, AND ENVIRONMENT » IN THE WORKPLACE

Developing the local ecosystem actors is another component on which relies the sustainability of the Foug El Oued Technopole. And in order to endure through times, this project needs an ecosystem that can handle the project after completion. That is why, each year, the Foundation launches training cycles for the benefit of the local actors. This year, the Foundation in partnership with JESA, a company specialized in delegated construction project management, launched a cycle of training on Hygiene, Safety and Environment on behalf of construction operators and companies working in the Southern regions.

The training targets to achieve a total of 140 beneficiaries. Starting in December 2018, the cycle first courses included two sessions, devoted to health and safety in the workplace. It attracted 22 beneficiaries from 9 local BTP companies. At the completion of the training days, participants were introduced to basic principles of prevention. They equally learned the first aids in case of an accident, a course, for which they received a first-aid worker certificate ( first aid in enterprise SST) delivered by JESA.

This training cycle, open to construction companies operating in the Southern regions, proves Phosboucraa Foundation commitment to allow local actors to be in line with international HSE standards, to reinforce local companies expertise, and above all to ensure territorial development.

**140 WORKERS TO BE TARGETED**      **22 BENEFICIARIES**



## « DESSINE-MOI UNE VILLE », A CONCEPT OF CO-BUILDING

Advocating a participative approach in all its projects, The Foundation also endeavors to apply the participative approach to the planning of the Foug El Oued Technopole. In 2018, “Draw me a city” or “Dessine-moi une ville”, has been launched by the Foundation as a first urban survey involving local communities in the planning and improvement of a public space in Laayoune-Foug El Oued region.

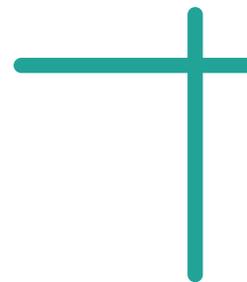
Polling with an application accessible for all, the survey will allow participants to co-build, express and shape their ideas about different subjects related to urbanity (such as mobility, green spaces, sea front exploitation, housing etc...). This application, available in open source, is adapted to the local needs as it includes a data-base of images and objects adapted to local context. The outcome of the survey will be taken into consideration in the design and the planning of future urban projects, and will also be integrated in the conception of a public place of the Foug El Oued Technopole.

Thanks to this survey, the Foundation will, in 2019, organize workshops of sensitization and collaborative design with children, youths, women and people with disabilities, in order to identify the specific needs of these categories. At the same, the survey will also enable the Foundation to initiate discussion on urbanism in the Southern regions.

**1 750 PARTICIPANTS TARGETED**

# WIDE ANGLE





## SPRINGING UP OF THE UM6P RESEARCH CENTER

In 2018, the Fom El Oued Technopole project registered the springing up of the UM6P Research Center with its 6 buildings. Aiming to become a knowledge hub devoted to the development of the Southern regions, the Technopole has set, with the Research Center construction, one of the most important milestones of this project.

The Research Center of Mohammed VI Polytechnic University of Laayoune is situated on an 8 ha site, and is dedicated to research and experiments on subjects related to biotechnology, renewable energies, water, environment as well as Camel breeding. Covering 5000 m<sup>2</sup>, the UM6P Research Center 6 building are now fully visible. They are composed of three research units with a power supply building, a restaurant, a conference room, and an administration building. The 6 buildings are equipped with green roofs and sun-breakers in order to ensure a thermic comfort throughout the year, and reduce the ecological footprint. The Center buildings are also endowed with photovoltaic panels and a smart energy management system.

For a total construction budget of 50 Million MAD, the Research Center has involved 3 local construction companies, that conducted 85% of the project building.

**5 000 M<sup>2</sup> DEVOTED TO R&D**

**6 BUILDINGS**

**3 RESEARCH UNITS**

# THE FOUNDATION ON TOUR

## MEETING COMMUNITIES

Meeting communities is an essential action for the Foundation as it allows us to present the Foundation's achievements, to collect communities' appreciations and to make new encounters. Whether at national or international forums, the Foundation is always proud to expose its achievement supported by the beneficiaries of its programs. The latter are more and more involved in the Foundation community meetings. Their participation and presence are proof of trust and a guarantee of success.

## MOROCCO INTERNATIONAL SALON OF AGRICULTURE

24<sup>th</sup> - 28<sup>th</sup> April  
Meknes - Morocco



## CRANS MONTANA DAKHLA FORUM

08<sup>th</sup> - 18<sup>th</sup> March  
Dakhla - Morocco

## AFRICA DOWN UNDER MINING INDUSTRY CONFERENCE

**29<sup>th</sup> - 31<sup>th</sup> August**  
Perth - Australia



## BUSINESS FORUM MOROCCO - FRANCE

**02<sup>nd</sup> - 04<sup>th</sup> November**  
Laayoune - Morocco



## SALON OF SOCIAL AND SOLIDARITY ECONOMY

**08<sup>th</sup> - 18<sup>th</sup> November**  
Agadir - Morocco



## AFRICITÉS

**20<sup>th</sup> - 24<sup>th</sup> November**  
Marrakech - Morocco



# OUR PARTNERS

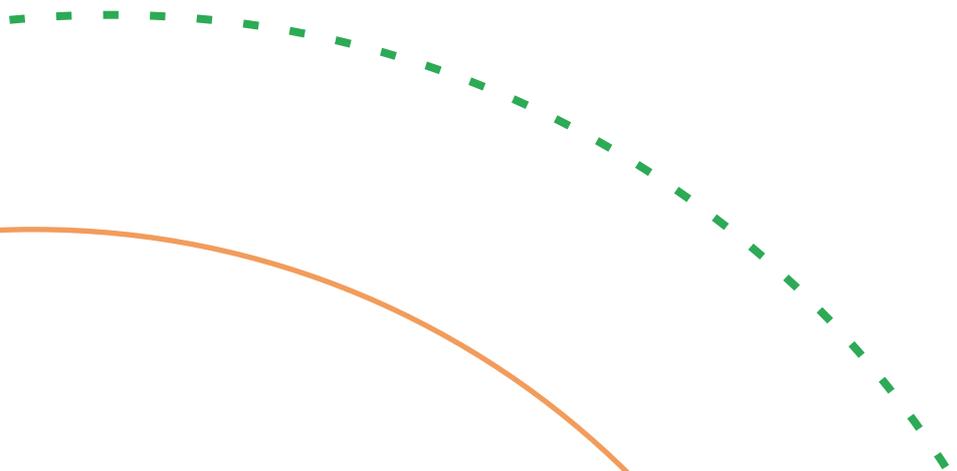
## CO-BUILDING WITH STRATEGIC PARTNERS

Our ambition to serve our communities keeps growing. Hence, we constantly reinforce our action for development by collaborating with valuable strategic partners both on the national and international scales. The growth of our strategic objectives implies working with partners that are not only able to conduct our projects successfully, but equally to bring innovation to them.

The innovation, we can say, is the fabric brand of the year 2018. For all our projects, the priority this year was to imagine new solutions responding to local communities specific needs. Our new partners, along with those continuing to work with us, have joined us to achieve this objective.

For entrepreneurship development, projects got the lion's share with the conclusion of two new partnerships at the national and international levels. On local scale, collaborating with Mohammed V Foundation for Solidarity and through it, with Maroc PME and the German Society for International Cooperation (GIZ), known for their capacity to propose innovative solutions, brought a new dynamic to the region. The development of entrepreneurship has been equally enriched by an 18 months collaboration with MIT D-Lab, the program of the prestigious American University "Massachusetts Institute of Technology".

Moreover, to make our actions endure through times, this year, the Foundation focused more on collaborating with the local ecosystem. Building a strong relationship with the local and national institutions, gaining trust from administrations and associations, make the Foundation partnership approach even more meaningful as it brings the profits of cooperation and inclusion to the existing benefits of service and innovation.



## EDUCATION, TRAINING, HEALTH



## ENTREPRENEURSHIP



## AGRICULTURE



## CULTURE & SPORT



## URBAN DEVELOPMENT



O  
U  
A  
L  
+  
A  
C  
H  
O  
O  
U  
I





**PHOSBOUCRAA**  
**FOUNDATION**

N°37, Rue El Jadida, Avenue de la Mecque  
Laâyoune - Maroc  
Tél : +212 528 991 001/02  
Fax : +212 528 991 003  
[contact@phosboucraafoundation.org](mailto:contact@phosboucraafoundation.org)



[phosboucraafoundation.org](http://phosboucraafoundation.org)



[@Phos\\_Foundation](https://twitter.com/Phos_Foundation)



[PHOSBOUCRAA FOUNDATION](https://www.youtube.com/PHOSBOUCRAA FOUNDATION)