



# ANNUAL REPORT 2012 OCP FOUNDATION

Thinking and acting for a socially responsible  
development



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## Extract from the speech of His Majesty the King Mohammed VI



“

... As a result, we have a collective duty to work together in order to fully develop our distinctive model, and to strengthen the foundations of a modern Moroccan state imbued with the values of unity, progress, social justice and equity, thus reflecting a firm commitment to our time-honored identity... Similarly, we have sought To create convenient conditions to promoting investment, implementing a social development policy ...

”

*Extract from the speech of His Majesty the King Mohammed VI,  
May God assist Him , on the occasion of the 13th anniversary of  
the Throne Day , July 30, 2012 in Morocco.*

# Thinking and Acting for a socially responsible Development

## SUMMARY

### OCP Foundation

- Our ambition
- Our missions
- A structured organization
- Funding of target projects



### Our initiatives

- Agricultural Development Program
- Youth Development Program
- Citizen –oriented Development Program
- *Policy Center*

### Our Achievements

- Fostering Agricultural Development in Morocco and abroad
- Supporting youth development
- Contributing to the improvement of living standards of the needy people



### Our Partners



### 2012 Key figures

### Pictures of OCP Foundation in 2012





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«Poverty can only be overcome by giving the poor the means to control their own destiny by themselves».

”

**Muhammad Yunus**

Economist, entrepreneur and Bangladeshi Nobel Peace prize winner in 2006, in an article entitled « Break the economic bias » published in December 1997 in *Le Monde Diplomatique*

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Foundation



## Our ambition

OCP Foundation was created in 2007 to better press ahead with the social and societal commitment of OCP Group. Our purpose is to identify and implement human development-related initiatives among the most disadvantaged populations within the regions where it is implanted nationwide and worldwide.

In 2012, OCP Foundation was recognized as a Nonprofit Public benefit organization which leads us to be committed to a full transparency with all our stakeholders.



## Our missions

The Foundation strives to initiate and manage citizen-oriented interest programs geared towards human development including :

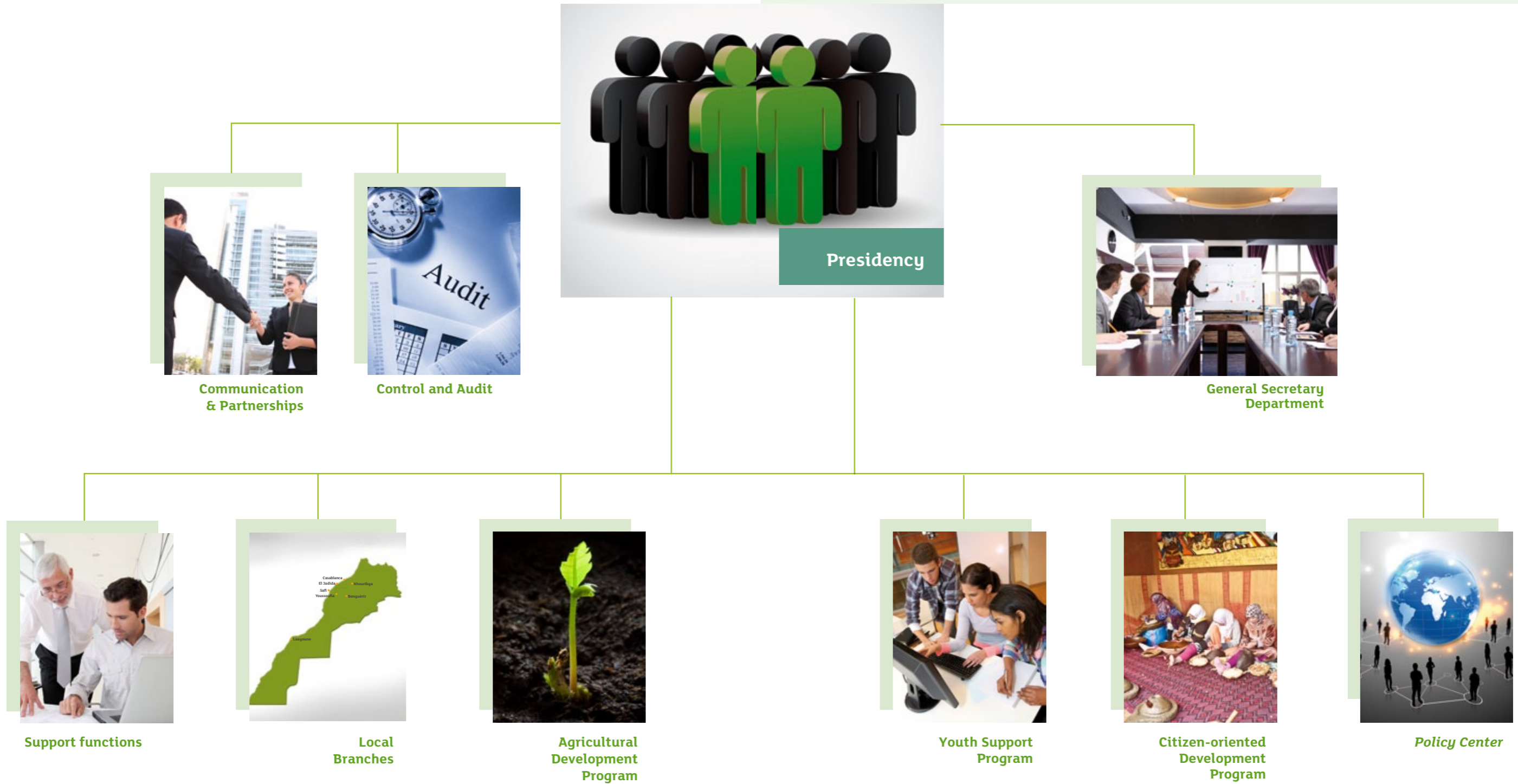
- Promotion of a global education ;
- Poverty reduction ;
- Socio -economic development;
- Access to health;
- Enhancing youth employability ;
- Diffusion of good agricultural practices;
- Support for food security programs;
- Socio-cultural action and preservation of the national patrimony.

So as to accomplish all these missions and control action over different fields, the OCP Foundation has set itself three thematic programs namely, the Agricultural Development Program, the Citizen-oriented Development Program, the Youth Support Program and a think-tank, called the Policy Center.

The OCP Foundation also relies on a network of local branches that ensure and strengthen the work to affected populations.



# A structured organization



Directly inspired by international best practices, our organization helps to strengthen our impact in full transparency.

The Human Capital of our Foundation is the key element of its « immaterial capital ». It includes the knowledge, skills and competencies of women and men, guided by excellence and working for the success of their social projects.

In 2012, we were 23 people mobilized to achieve the strategic goals of the OCP Foundation in a constant quest for dynamic performance, while respecting ethical values and professionalism.



# Funding of target projects

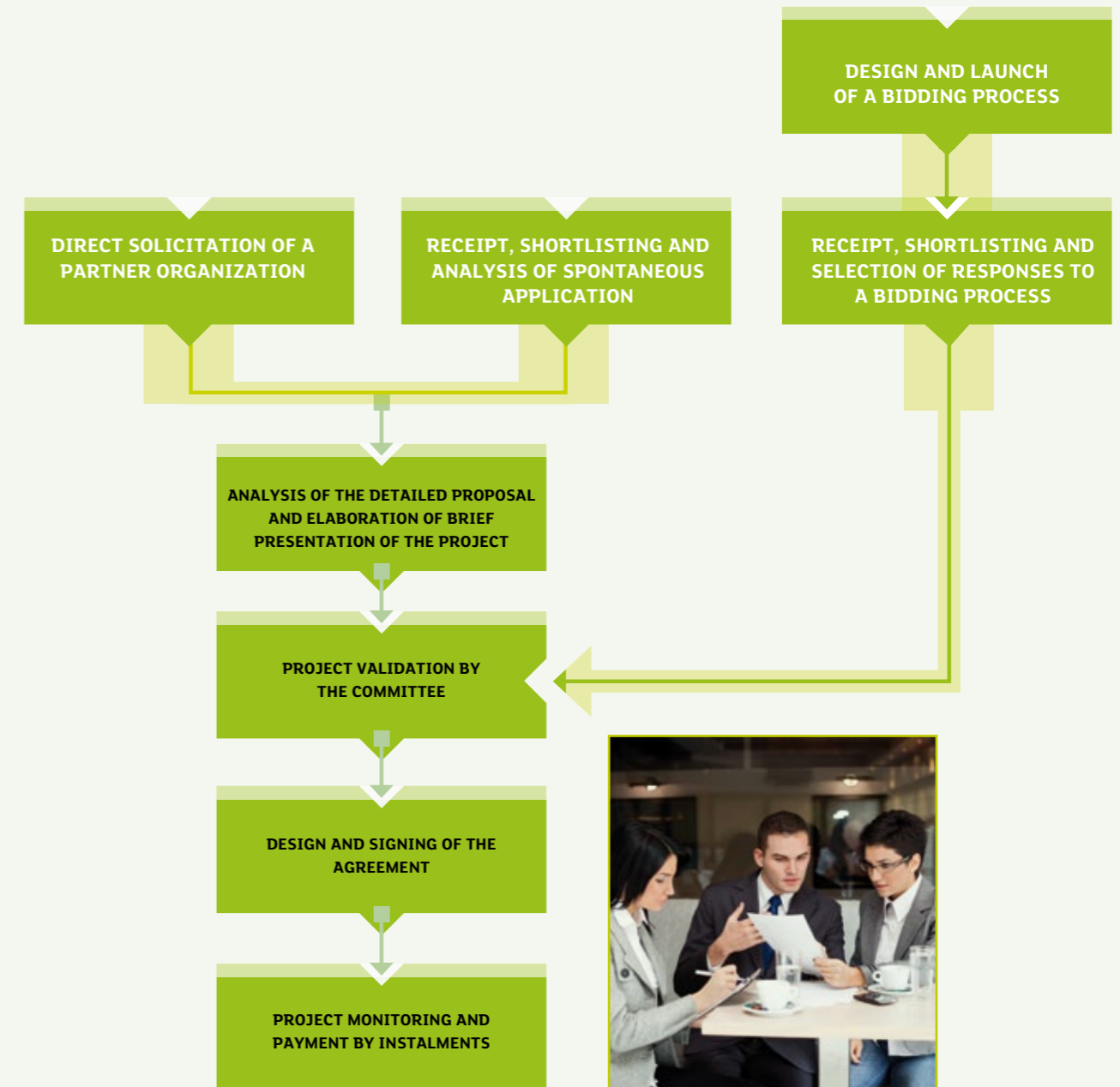


With a constant concern in transparency and fairness, OCP Foundation has established a process for selecting projects based on an objective and collegial rating.

This process is made in a targeted and thorough manner and it is triggered further to three distinct situations:

- The launch by OCP Foundation of a bidding process
- The receipt of an unsolicited request
- The direct solicitation of a partner organization

## A fair and transparent selection process





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Our initiatives

# AGRICULTURAL «Development Program »

“Without climate security, there can be no food security. Prolonged droughts, torrential rains, restrictions on access to drinking water affect agricultural productivity. One billion people suffer from hunger. We must break this vicious circle.”

**Ban Ki-Moon,**  
Secretary General of the United Nations, World Summit  
on Food Security in Rome in 2009

Towards implementing the new national strategy of the *Office National du Conseil Agricole* (The National Office of Agricultural Council), and modernizing the Moroccan agriculture, the OCP Foundation contributes through its Agricultural Development Program by improving the living conditions and income of local small farmers. These actions have been enlarged internationally to cover other developing countries within the South-South cooperation and partnerships programs.



## Vision of the program

Establishing integrated development projects in order to contribute towards food security in Morocco and abroad.

## OVERALL OBJECTIVE

Implementing and managing initiatives regarding economic and social development in the agricultural sector.

## SPECIFIC OBJECTIVES

- Promotion of good agricultural practices environmentally friendly;
- Enhancing the income and livelihood of small farmers;
- Good governance of the Financial Contribution to Agricultural Development program in Morocco;
- Promotion of South-South cooperation on food and nutrition security;
- Development of strategic partnerships in Morocco and abroad.

## PROJECTS

- Local fertilizer market support and financial incentives to encourage OCP fertilizer distributors implementing extension activities through training workshops for small farmers;
- OCP Caravans;
- Research & Development through setting up of demonstration plots for small farmers;
- Establishment of agricultural extension programs in India.

## Target populations

The target populations of our program are small farmers, associations and cooperatives located in Morocco and India.

### MOROCCO

Benguerir, El Jadida, Khouribga, Laayoune, Safi, Youssoufia and other rural areas with high poverty rates.

### INDIA

States : Andhra Pradesh, Karnataka, Madhya Pradesh, Orissa, West Bengal, Tamil Nadu and Tripura

# YOUTH

## «Support Program »

“ Education is a social progress ... Education is not preparation for life ; education is life itself. ”

*John Dewey,  
English philosopher and educator.*



Because we are aware that a country's evolution comes from coaching its youth, especially those from unprivileged backgrounds, our Youth Support Program's mission is to empower individuals to take greater control and responsibility of their lives.

### Vision of the program

Improving access for the youth to the labor market in Morocco.



#### OVERALL OBJECTIVE

Assist the youth by enhancing their operational and innovative capabilities.

#### SPECIFIC OBJECTIVES

- Strengthen the leadership potential ;
- Promote, enhance and develop young talents in scientific research and innovation;
- Strengthen the leadership potential;
- Spread the entrepreneurial culture amongst the youth.

#### PROJECTS

- Promoting the use of NICT in education;
- Supporting training institutes;
- OCPF Scholarships granted in support to meritorious students;
- Entrepreneurship and leadership in rural areas.

### Target populations

The target population of the program is the young people aged between 18 to 25.



# CITIZEN-ORIENTED «Development Program»

“ The salvation of this human world lies nowhere else than in the human heart, in the human power to reflect, in human meekness and human responsibility. ”

*Vaclav Havel,  
Czech playwright.*



Despite the undeniable achievements made in Morocco in many areas (education, health), there still remain large disparities between the rural and urban areas. The Citizen-oriented Development Program aims to help improve the standard of living of all the citizens in the country. Therefore, an integrated and participatory approach is adopted in close partnership with the civil society.

## Vision of the program

Helping disadvantaged people obtain a better quality of life.

### OVERALL OBJECTIVE

Contributing to improving the standard of living of the most unprivileged populations by promoting the involvement of local partners and national associations.

### SPECIFIC OBJECTIVES

- Ensure better education for all;
- Improve maternal and child health;
- Improve access to healthcare to communities in scattered regions;
- Promote social animation in the target areas;
- Assist in job skill development to help unprivileged population create and maintain employment through income-generating activities;
- Promote national heritage as a vector of territorial development.

### PROJECTS

- Development of infrastructure and equipment for rural schools ;
- Distribution of school buses and bicycles;
- Organization of various medical and surgical caravans ;
- Setting up of several social and cultural activities ( voluntary, reintegration through the circus... ) ;
- Support for the creation of cooperatives and associations ;
- Support for the digitization of rare manuscripts.

## Target populations

Beneficiaries to this program are mainly women and children.

**REGIONS OF OCP ACTIVITIES**  
Benguerir , Casablanca, El Jadida, Khouribga , Laayoune , Safi and Youssoufia.

**OTHER RURAL AREAS WITH HIGH POVERTY RATE.**

# POLICY CENTER, An internal think-tank

Set up in 2011, in collaboration with one of the largest American think- tanks, the German Marshall Fund of the United States, the Policy Center acts through networks of partner research bodies , as a center for debate, reflection, incubation of ideas and as a force of proposal towards decision makers.



## MISSIONS :

- Tracking the social, economic and geopolitical issues and trends shaping the local, regional, national and global environment where OCP Group operates.
- Developing intellectual engagement and enhancing public policy debate in an objective and factual manner;
- Promoting and educating a new generation of leaders in the public, private and civil society both in Morocco and Africa;
- Working as an international hub of analysis and debate on key issues pertaining to countries of the South including those in the South Atlantic basin.

### Luncheon presentation's participant testimony

« I am a project manager within OCP Foundation and I've participated in several luncheon presentations of the Policy Center. The last two ones focused on the corporate social responsibility, as well as the roots of the global economic and financial crisis. I learned a lot of from the various speakers in both meetings, and enjoyed the interaction throughout these meetings. »

Tarik Maaroufi,  
Project manager, OCP Foundation



## FLAGSHIP EVENT ... ATLANTIC DIALOGUES

«The Atlantic Dialogues» is an annual conference that is organised jointly by the Policy Center and the German Marshall Fund of the United States. This meeting is a flagship project, rooted in a tradition of discussion and debate, and aimed at promoting the emergence of a new era of prosperity and co- development on the two sides of the Atlantic. Considered as a space for open dialogue, this important annual event brings together more than 300 participants from about 50 countries. Around 40 International corporations have participated in this conference, including Google, IBM Corporation , Rio Tinto, Bengoa , Brazil Invest, JP Morgan Chase & Co, Menas do Brazil , NL Holding , DHL , Boeing , Deloitte and Touche USA , and Lilly Deutschland.

### GMF testimony on the organization of Atlantic Dialogues

« We organized the second edition of the Annual Atlantic Dialogue Conference in partnership with OCP Foundation in September 2012. Key ideas emerged from this rewarding event. We are confident that this event will actually favor a change of vision regarding the economic outlook of Africa and Latin America. »



Craig Kennedy  
President of the General Marshall Fund  
of the United States

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# Our Achievements



# Developing Agriculture in Morocco and abroad

OCP Foundation has undertaken a series of initiatives likely to develop agriculture nationwide and worldwide. These initiatives come to support the food security programs in developing countries.

## At the national level

As part of its support to the local market of fertilizers, the OCP Group has developed mutual agreements with fertilizer distributor partners chartered «package contracts». This agreement will enable governing the distribution of fertilizers in the local market and, through OCP Foundation, providing financial support to encourage OCP fertilizer distributors to conduct agricultural extension services and, research and development activities. Therefore, OCP Foundation has elaborated partnerships with twelve national distributors during 2012.

Several agricultural extension initiatives were implemented during 2012, including the participation in the organization of « The 2012 Cereals OCP Caravan », in partnership with the Ministry of Agriculture and Fisheries and its national and regional entities and the fertilizer partner-distributors. Over the 12 phases of the caravan, expert agronomists delivered presentations regarding the management of the prevalent local crops (cereals), the use of soil fertility map and the rational use of fertilizers. The good understanding and application of all these factors will allow small farmers to significantly improve crop yields and increase their income. In addition, and through partners, other actions have been implemented, such as the monitoring of agricultural demonstration plots, the dissemination of brochures and manuals and guides for farmers, and the monitoring of fertilizers prices thanks to quizzes and interaction with farmers.

In Morocco, the main beneficiaries of the CFDA (*Contribution Financière au développement Agricole = Financial Contribution to Agricultural Development*) are small farmers through the participation of **12** distributors.

### Testimony of a farmer during the 2012 OCP Caravan

« The 2012 OCP Caravan is a laudable initiative to be further encouraged. This event comes directly to us farmers, and has allowed us to benefit from technical training to perform better and make profit from cereal crops that we are practicing since decades. »

Farmer from the region of Settat



### Testimony of a fertilizer vendor

«We have been able to exhibit our material in synergy with OCP Foundation to enhance agricultural development activities aimed at the promotion of a moroccan viable and sustainable agriculture. Through these initiatives, we did promote the effective use of fertilizers for more efficient agriculture. We feel now like ambassadors of good agricultural practices... and we're proud of that! »

CHARAF



FERTIMA



## At the international level

Within the framework of the South-South cooperation, OCP Foundation has pursued a rural development project in the State of Karnataka in India focusing on the establishment of an agricultural extension program, allowing direct support of 3 000 small farmers in the districts of Gulbarga, Bidar and Raichur in the Indian State of Karnataka. Conclusive results have led to substantial increases in yields and significant improvement of incomes of 3 000 small farmers in the project. This initiative aims to improve soil fertility in the State of Karnataka, thanks to improved agricultural practices, and increase the production of pigeon pea, a food legume with high nutritional value, especially for the vegetarian indian population. This project started in 2010 for a term of four years in collaboration with INRA (National Institute for Agricultural Research) in Morocco and ISAP ( Indian Society of Agribusiness Professionals ) in India.

In addition to this first project, a new initiative has been launched in 2012 for the development and rehabilitation of food legumes both in Morocco and India.

With regard to the two projects supported

by OCP Foundation internationally, there were

**6 000** beneficiaries in **2012**.

We are expecting **28 000** beneficiaries during the period

**2010-2017** for the projects in India.



## MOROCCO-INDIA FOOD LEGUMES INITIATIVE

This initiative stands out as an example of expertise sharing approach. The Morocco -India initiative for the rehabilitation of food legumes, that started in 2012 and that will be ending in 2017 with the direct participation of 10 000 small farmers in Morocco in 5 regions: Rabat-Salé- Zemmour-Zaers, Tadla-Azilal, Chaouia-Ouardigha, Taounat, Saïs et Abda-Doukkala) and 15 000 small farmers in India (States of Tamil Nadu, Orissa, Tripura, Madhya Pradesh, West Bengal, Andhra Pradesh and Karnataka). The technology transfer from which Morocco will benefit through this initiative is undoubtedly important, given the great agricultural experience of India, that has been extensively engaged since its independence in 1947 in the research and development (R&D) for sustainable agriculture. Indeed, alongside innovative information technology and integrated crop management, large diversity gains have been achieved in India that Morocco can benefit from.

Several positive outcomes are expected from the implementation of this initiative:

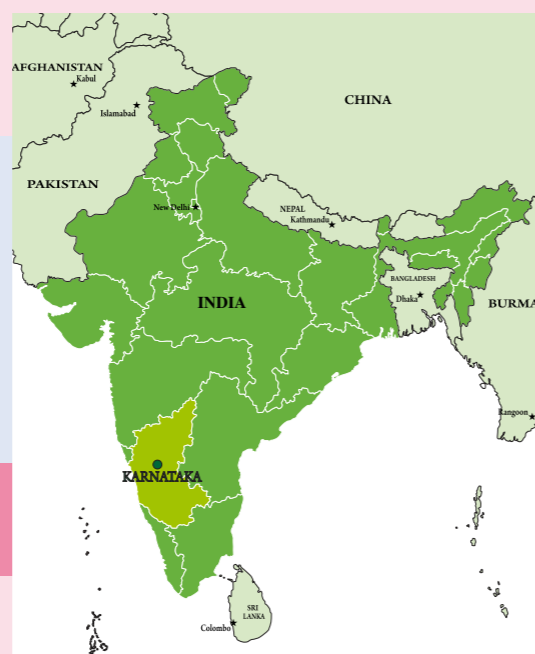
- Increasing the production of food legumes ranging between 15% to 20 %;
- 100 new seeds production enterprises in the target regions;
- 2 500 new direct jobs generated in Morocco;
- 10 % increase in food legumes consumption per capita in project areas.

INRA and its partners in Morocco as well as ICARDA (International Center for Agricultural Research in the Dry Areas) and the Swaminathan Foundation in India set up the first experiments during the period October- December 2012.

### Testimony of an Indian farmer

«Two years ago, OCP Foundation and its team visited the region. Upon their advice, I adopted the drip irrigation system in my farm and I am very pleased with the wonderful crops I have now! »

*Devdas Srimale , farmer leader, Gulbarga village, Bhalki Taluk, Bidar*



### Testimony of an Indian Federation

« Our incomes have increased: since then, our farmers group used some portion of those savings to set up a “milling unit” with the assistance from OCP Foundation. »

*Abdul Latif, President of the Federation of Afzalpur of farmers Afzalpur Taluk , Gulbarga*



### Testimony of a partner

«The project implemented by ISAP ( Indian Society of Agribusiness Professionals) and OCP Foundation offers demos on integrated nutrient management, on integrated pest management, and on the varietal aspect of crops. The adoption of these techniques has led to an increase in productivity per unit area by almost 60-80%. »

*Dr S.A. Patil, consultant IAB  
« India Advisory Board » Bidar*



# Supporting youth development

Our Foundation launched in 2012 initiatives to meet the greater challenge relating to the socio-professional integration of the youth in Morocco, to improve the living conditions of the disadvantaged people, and to promote access to employment and sustainable activities.

## Employability

Countering youth unemployment (since young people are the first victims) requires necessarily improving the efficiency of the educational system and access to it because youth employability is enhanced when they are better qualified. Therefore, to allow everyone to have access to education and employment, OCP Foundation has been supporting OCP Group's OCP Skills program. This program provides training to the young so they can develop their soft and general skills and tools necessary to raise the level of their qualifications for the labor market: as a matter of fact, 11 400 young people have benefited from scholarships up to December 31 in 2012.

In addition to these scholarships, we are also piloting in partnership with other organizations ( *Institut des Métiers de l'Aéronautique*, *Fondation Marocaine de l'Étudiant*, *Association des Femmes chefs d'Entreprises au Maroc*, etc.) some initiatives to support students in terms of promotion training to improve their employability. A case in point is training projects of the *Institut des Métiers de l'Aéronautique* as part of the installation of *Bombardier* or of *MaroBtikar* to support the development of the incubator of innovative business projects.

### Testimony of an OCP Foundation scholarship recipient

« Thanks to an OCP Foundation's scholarship, my dream came true when I joined a school of journalism. I'm the first girl to benefit from it in my village. The scholarship allows me to lead a normal student life and have the financial resources and the necessary supervision to achieve my personal project. »

Khadija Chafi,  
Kasbat Bni Me Hmed Tagounite (Zagora's Province)



## Support for Higher Education

By supporting higher education, we aim to contribute to the preparation of the youth in terms of good training excellence and personal strengths, so that they are eligible to take decision making positions in the society.

Therefore, OCP Foundation:

- Supports the *Fondation pour l'Enseignement des Sciences Économiques, Politiques et Sociales* (Foundation for the Teaching of Economic, Political and Social Sciences ), major shareholder of the *L'École de Gouvernance Économique* (School of Economic Governance ) in Rabat.

- Grant merit scholarships in partnership with the *Fondation Marocaine de l'Étudiant* (Moroccan Student Foundation) and several other institutions of higher education, such as Moulay Youssef Foundation in order to promote excellence and enable the disadvantaged moroccan students pursuing graduate studies in national and international institutions. Application should be directed to our partner, FME , which manages scholarships. Candidates may submit their applications via the following website <http://www.fme.ma/bourses-detudes/bourse.focp/>

### Testimony of an OCP Fellow

« Thanks to the scholarship granted from the OCP Foundation, my schooling as well as the other scholars happens in the best conditions. Beside the financial support which allows us to focus on our studies, the sponsorship is a key aspect of this program. In collaboration with the *Fondation Marocaine de l'Étudiant* (Moroccan Student Foundation), a sponsorship system was issued to guide us and allow us to have people with more or less the similar curriculum to ours because since the bachelor or preparatory classes, nothing seems obvious to begin graduate studies. »

Saad Kania, 2nd year Student  
Sup de Co Montpellier Business School



In total, **7** projects were supported over **2012** as part of the «Youth Support Program». **346** people have benefitted from it.

## Supporting entrepreneurship

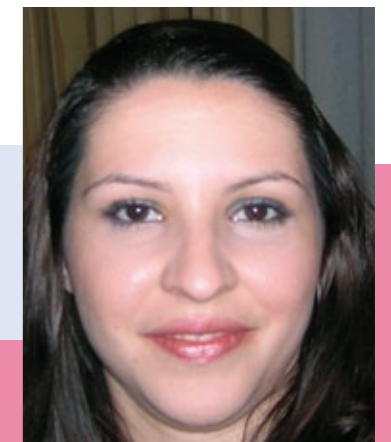
OCP Foundation supports young entrepreneurs.

In 2012, 75 projects with an investment cost below 250 000 MAD were supported. These start-ups resulted in the creation of 248 new jobs, which makes it an average of 3 jobs per company.

### Testimony of a young woman entrepreneur who benefitted from CasaPionnières incubator funded by OCP Foundation and AFEM

« The incubator has boosted the creation of my business; this was a valuable asset in the project. Experience sharing with companies on site was a real plus ! »

Amal Loudiyi,  
Promitem, Casablanca.



# Contributing to the improvement of the standard of living of the needy people

Setting up education, health and culture at the heart of community initiatives is for our Foundation the key to success of sustainable and inclusive development.

The Citizen-oriented Development program has deployed in partnership with national partners and local associations projects contributing to the improvement initiated of the living standards of the most vulnerable populations associations.

Six focus areas were identified as priorities: education, maternal and children healthcare, access to health, social activism, income and employment- generating activities, and the protection of the culture and national heritage as a vector for territorial development.

In **2012**, the Citizen-oriented Development program processed around **170** requests for support; **59** projects were supported, targeting more than **200 000** beneficiaries.

## Education for all

Projects to support education for all account for more than half of the projects supported and include the national operation of "Un Millions de Cartables" (One Million Satchels) and the construction of 130 toilet blocks for the benefit of all rural schools in the Province of El Jadida. Other projects implemented are related to student course support, rehabilitation and equipment of classrooms, school transports, distribution of school supplies and clothing. Two other educational programs were launched in 2011 and have been pursued until 2012, thus resulting in the establishment of a non-formal education program for the benefit of 5 douars (villages) in the city of Youssoufia and educational activities in four rural schools.

*Testimony of a young girl who benefitted from tutoring offered by OCP Foundation*

«Last year, I repeated my sixth grade. At the beginning of the year, I was assigned with some students to take tutoring courses offered by OCP foundation. I come here twice a week and reviewed my french and math classes with young teachers of the Foundation! I can understand better my courses and even answer in class ! »



*Soumia El Kilani, 6AP to school Ouled khalaf Allah, Rural town Ouled Salman, Safi*

## Access to health

Several medical caravans have been organized in collaboration with OCP sites, with the regional offices of the Ministry of Health and with some community partners, in the areas where the OCP Group operates and in other areas far from major hospitals: Heart Caravans, Multidisciplinary reconstructive surgery and for awareness-raising of oral hygiene Caravans. A lot of underprivileged people benefitted from medical surgeries.



*Testimony of a mother whose child has undergone a surgical operation*

«When my son was born, the doctor told me he had a cardiovascular problem. The operation he had to undergo was too expensive for us. But one day, my neighbor told me that OCP Foundation would bring doctors from Casablanca and that I could go. They saw my son and they gave me an appointment for a surgery in Casablanca. Thank God, he's been operated on thanks to the donation of OCP Foundation and he is much better now! »

*Amina, mother of Ayman ( 3 months ), Safi*

## Social and socio-cultural activities

Social and socio-cultural activities have been conducted in rural and underprivileged areas.

It includes the following activities: support for orphanages, circumcision operations, participation in pilgrimage fees, distribution of medicine, clothes and sheep for the religious sacrifice feast. Besides, the socio-economic development project in the region of Khouribga (social activities and counseling center at the mining village of Hattane / capacity building of associations throughout the province) in partnership with the « Orient Occident Fondation » was pursued in 2012.

*Testimony of an OCP worker who benefited from a social initiative by OCP Foundation*

«My children have never been to the theater because there is none in Benguerir! But this year, there is a company that delivered a performance on a good topic, « Once upon a time Molière was here»! I took them and they loved it, they laughed and for several days, they talked about the moral of the play! I hope that OCP Foundation will carry on with activities like this! »

*Karim, OCP employee, Benguerir*



## Contributing towards the improvement of the living standards of the needy people (next)

### Solidarity Operators, a concept that has been established in 26 prefectures

« Solidarity Operators » is a concept that was introduced in 2012 with three main goals; the first being the promotion of the social engagement of OCP Group with its new recruits and the second one being the constitution of real partnerships with many Moroccan associations and the enhancement of the spirit of citizenship and volunteering among young people .

The «Solidarity Operators» has helped more or less 2800 young OCP Group recruits, most of whom had never been involved in social activities before or do some community work through internships in around 200 associations operating in different areas of community and human development. Our partner associations have shown strong support for the project and have benefited from capacity building in human resources.

« Solidarity Operators» concept, as experienced by both trainees and host associations, has enhanced the youth's feeling of citizenship, a youth prone to appropriate and ensure a fulfilling experience of citizenship values within a close support from the association network and a continuous involvement of the OCP Foundation.

#### Testimony of the President of Amel El Ghade

« It was a good experience. We really benefitted from it as associations' actors. Trainees have brought us new ideas that have enriched our program. Thanks to their work, we have fulfilled our annual program. It was for us a kind of value added to our activities. We are short of human resources, so these trainees have filled up that gap. We hope that these trainees will in in return become our partners to work together on the projects they have developed during their internships. »

Latefa Saket , President of the Association Amal el Ghade , Youssoufia



#### Testimony of a person who has benefitted from the « Solidarity Operators » initiative

«This is the first experience in Morocco and also my first immersion I had into an association.. This experience has allowed me to develop my sense of leadership and volunteering. Today, I'm more confident in my abilities. It was very useful in terms of personal development; thanks to OCP Foundation and to the host organization Mouvement Twiza. »

Hicham El Oinzioui , Solidarity officer, Benguerir

### Preservation of national heritage and sites at risk

The initiative to intervene in the tangible and intangible heritage and to preserve the sites at risk was initially taken by the OCP Foundation in 2012.

Few pilot projects were launched with national partners, for instance, a major project was held to preserve the Palm grove of Marrakech within a partnership agreement signed with the Mohammed VI Foundation for the protection of the environment and its support protection activities

#### Testimony of a resident of the Palm grove

« My house is located just outside Marrakech, right next to the palm grove, and for quite a few years, we've been witnessing a lot of change here! Palms started disappearing at an incredible rate and we've even thought there might be no more left! Fortunately, some activists and foundations reacted and launched a major program to protect the Palm grove! »

Mohamed , 55, Marrakech



### Income and employment-generating activities

In 2012, the Citizen-oriented development program triggered in 2012 a number of pilot projects on priority areas. Several national associations were approached and oriented towards some major initiatives to be implemented in these areas.



#### Testimony of a woman who benefitted from training within a cooperative

« I've been practicing embroidery since always and traditional sewing at home. I work, but still cannot sell my items. Recently, I've joined the Cooperative « Fadaa Al Fan Taklidi ». Thanks to the help of OCP Foundation, we've been able to work on modern machines and benefit from training sessions. We will even participate in a large forum for women where we will be exhibiting and selling our products and also share our experiences with other women! »

Zahra , 41, Safi

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Our Partners



# OCP Foundation, an international foundation

OCP Foundation has always been part of a process of a « do culture » in order to create a true synergy around its projects and get everyone to contribute in the achievement of their expected objectives. Since good counseling is the key success factor for any social entrepreneur who seeks to successfully implement projects. That is why in 2012, all our programs entered into sustainable and effective partnerships, which allowed them to adopt a strategic approach while setting development priorities and optimizing their means of action.

We are proud to work on a daily basis with national and international partners. Here is a non exhaustive list of our partners:

## Moroccan Associations and Foundations

- **FME** (Fondation Marocaine de l'Etudiant)
- **AFEM** (Association des Femmes chefs d'Entreprises au Maroc)
- **FESEPS** (Fondation pour l'Enseignement des Sciences Economiques, Politiques et Sociales)
- **FJE** (Fondation du Jeune Entrepreneur)
- **Fondation Moulay Youssef des Classes Préparatoires aux Grandes Ecoles**
- **Fondation Sanady**
- **Association Al Jisr**
- **Fondation Orient Occident**
- **Fondation Mohammed VI pour la protection de l'environnement**

## Fertilizer Vendors

- ASBITA • ATM • Charaf • CPCM • Fertima • Fertitech • Process • Promagri  
• SCPC-SAPEL • Sonacos • Timac • Zine Céréales

## Moroccan Schools

- **EMI** (Ecole Mohammedia d'Ingénieurs)
- **INPT** (Institut National des Postes et Télécommunications)
- **ENSEM** (Ecole Nationale Supérieure d'Electricité et de Mécanique de Casablanca)
- **EGE** (Ecole de Gouvernance Economique de Rabat)
- **IMA** (Institut des Métiers de l'Aéronautique)

## International organisations

- **Espagne :** - **CIDOB** (Centro de Estudio y Documentacion Internacionales de Barcelona)
- **Etats Unis :** - **GMF** (German Marshall Fund of the United States)
- **Inde :** - **ICARDA** (International Center for Agricultural Research in the Dry Areas)  
- **ISAP** (Indian Society of Agribusiness professionals)  
- **Fondation Swaminathan**  
- **ICRISAT** (International Crops Research Institute for the semi-Arid Tropics)
- **Italie :** - **IAI** (Istituto Affari Internazionali)

## Moroccan research institute :

- **INRA** (Institut National de Recherche Agronomique)

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# Key figures 2012



# Key figures 2012

# 250 000

## Beneficiaries / year

Over **60%** of the beneficiaries of the 2012 budget come from rural areas .



# 96 %

of those who benefitted from the **Citizen-oriented Development Program** are **women and children**.

# 139

## Agronomic demonstration plots

**12 partnerships** with approved private fertilizer distributors were established.

# 2 735

## young recruits «Solidarity Operators»

went **on public interest missions** along **200** associations specialized in civil and human development.

# 75

## projects are supported each year

**35 OCP Foundation Fellows** were supported through the partnership with the *Fondation Marocaine de l'Etudiant* (Moroccan Student Foundation).

# 310

## participants in the «Atlantic Dialogues» Conference

Nearly **40 companies** representing **47 countries** participated in the second session of The «Atlantic Dialogues».

# 10 000

**small moroccan farmers** and **15 000 small indian farmers** should benefit from improving the productivity of **food legumes** between 2012 and 2017.



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# Pictures of OCP Foundation in 2012







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