

2021  
ANNUAL  
REPORT

# SUSTAINABLE INNOVATION, A DRIVER OF HUMAN DEVELOPMENT



FONDATION



“

*...I hope the «National Pact for Development» will serve as a frame of reference that defines the country's development principles and priorities, as well as an economic and social contract that paves the way for a new revolution of the King and the people.*

*As the custodian of the nation's interests and of those of the citizens, I shall make sure to follow up the actual implementation of the development model through the necessary measures and mechanisms.*

”

Excerpt from the speech of His Majesty the King Mohammed VI addressed to the Nation on the 22nd anniversary of the Sovereign's accession to the Throne of His glorious ancestors

Saturday, July 31th 2021









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2021  
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REPORT

01 EDITORIAL



## SUSTAINABLE INNOVATION, A DRIVER OF HUMAN DEVELOPMENT

The year of 2021 has brought renewed hope and the resumption of a sense of normalcy across the globe. More than ever, OCP Foundation has continued to support local rural communities, scientists, teachers, students, farmers, associations and cooperatives, women and men, to prepare the future. The support mechanisms to fight Covid 19 have been extended and most importantly, through training, **awareness-raising and equipment supplies and materials**, the communities we support were able to become more autonomous in their fight against the pandemic.

OCP Foundation has also seized the opportunity to further deepen its partnerships, for initiatives that inevitably **combine innovation and sustainable development**. While many people still consider the convergence between these two notions to be rather unlikely, OCP Foundation has **managed to incorporate societal, civic and ethical dimensions into its most innovative projects...**and above all, to make them more respectful of the environment.

This year, the notion of sustainable innovation has been integrated into its approach to serve people, relying both on the 2035 projections of **Morocco's New Development Model**, and on the UN Sustainable **Development Goals program**. With this new vision, the Foundation is able to

address social emergencies while initiating or reinforcing ambitious projects through responsible innovation that will not only take into account immediate contingencies, but will also focus on future generations, the environment and the planet.

As a result, new programs have been launched with like-minded partners. They represent a major challenge for the Foundation and OCP Group, and focus **on resilience to climate change, biodiversity preservation, research and development and transfer of technology**. These topics are adapted to the **new environmental challenges and take into consideration the emergence of new social needs and the need to treat known social needs differently**. This is why our projects focus on supporting and empowering our stakeholders through capacity building and digitalization.

Placing sustainable innovation at the heart of these initiatives is the new challenge taken up by OCP Foundation to invent new models of human development.

**Innovating today for Humankind and the planet, in order to co-construct a more equitable world tomorrow...**





# 01 COLLECTIVE INTELLIGENCE TO MAKE A DIFFERENCE

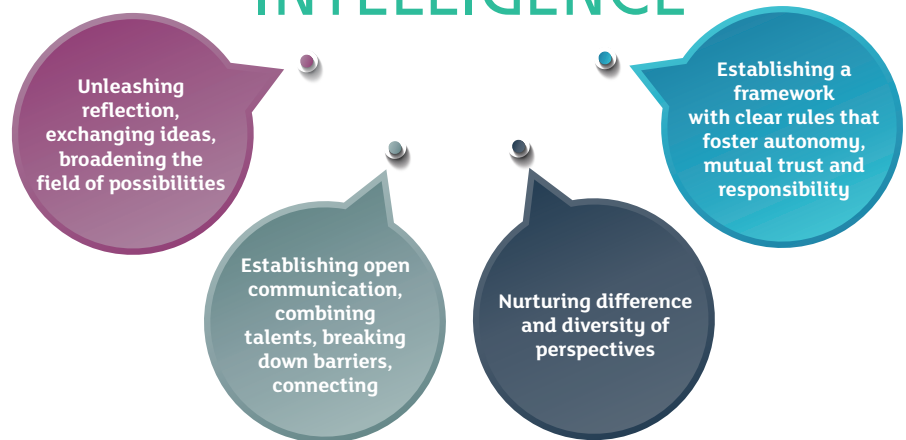


OCP Foundation was created as a non-profit association with the aim of supporting and developing OCP Group's societal footprint. Recognized as serving the public interest since 2012, it has since emerged as a major social stakeholder. It is dedicated to the economic and social development of populations in need in Morocco, but also worldwide in the framework of South-South cooperation. By supporting solidarity and human development actions, primarily in the regions where OCP Group is established, the Foundation also carries out concrete and effective actions that extend far beyond the Kingdom's borders in vulnerable local communities in several African and Asian countries.

By adopting a common language and heading in the same direction with its employees, partners and beneficiaries, OCP Foundation ensures that the combined skills are driven by the same enthusiasm and desire to ensure the project's success through an informed strategic approach and optimized means of action. As a result, the impact is impressive because intelligence is distributed everywhere and is constantly enhanced.



## COLLECTIVE INTELLIGENCE



## A. EVER MORE AMBITIOUS MISSIONS



### Our objectives



Contributing to the promotion of a knowledge-based ecosystem with the greatest drivers of excellence, notably by supporting education, research and development, and innovation.



Implementing projects that integrate the priorities of the populations and territories of action according to a social innovation approach.



Strengthening the capacity of stakeholders to act in order to stimulate and sustain the creation of shared value.



Supporting exceptional structures such as Mohammed VI Polytechnic University and Lycée d'Excellence de Benguerir, year after year, the Foundation initiates projects to sponsor public schools, to create innovative teaching and learning programs or to finance scholarships. Moreover, OCP Foundation considers diversity as an essential component of the teaching and learning process, reducing disparities and strengthening equal opportunities. It is thus committed to inclusive education in Morocco, by supporting numerous associations and health and community centers, targeting people with disabilities.

In addition, through its close ties with various institutional and academic actors and its multitude of actions in this regard, in various countries, OCP Foundation is building a true international knowledge ecosystem.



## B. BEYOND VALUES, A PATH TO FOLLOW

*In keeping with OCP Group's values and ambition, OCP Foundation creates a real synergy around its projects and mobilizes everyone in order to achieve inclusive socio-economic progress for the greatest number of people.*

*Structured as an ethical community, our corporate culture is based on values that are a form of assurance for the future of our actions and the expression of our identity.*

### COMMITMENT

OCP Foundation is aware of its responsibilities and assumes its duties for the common good. The sincere and mutual commitment between all stakeholders is key to collective success.



### HUMILITY

Each organization and each individual is unique in their own right, each with their own experiences, abilities and limitations. This is why we need to be open and responsive to understand each person's needs and allow them to reach their full potential.



## OUR VALUES



### TRUST

Trust is at the heart of our actions. It is based on sharing, benevolence and respect. It anchors and strengthens team spirit while promoting the success of projects and their actors.



### EQUITY

We are convinced that equal opportunity, diversity and social cohesion are the cornerstones of social equity and the foundation of our action. Every day, we contribute to a better life together in an inclusive approach.



### INNOVATION

We consider that innovation is a disruptive process that creates value and a collective dynamic. Thus, innovation crystallizes our creativity and our ability to turn challenges into opportunities and make them a real source of development and fulfillment.

## C. A NEW VISION FOR DEVELOPMENT



Commitment to  
**13 ODD**  
priority SDGs among  
the 17 listed by the UN

OCP Foundation has adapted its modus operandi, in accordance with the developments in its environment, to ensure greater agility and flexibility while establishing itself as an open and evolving organization. In this way, we are developing new knowledge to create new areas of expertise. Our ambition is to lay the foundations for a more sustainable, more positive and more just future, since sustainable development is at the heart of our considerations in all areas.

Our focus is increasingly ambitious, both in terms of the areas we target and the type of actions we initiate, as new needs have been identified due to the health crisis, the effects of climate change on the environment, and the vulnerability of food, biological and economic ecosystems.

In this context, our areas of intervention are perfectly in line with the development plans outlined in **Morocco's New Development Model and the Sustainable Development Goals (SDGs)**, based on human rights.

Morocco's New Development Model is a development plan for the year of 2035 that has established 5 pillars to be implemented and strengthened: higher education and research, digital society, competitive and green energy, finance and «Made in Morocco». In order to achieve this ambition, it has been recommended to create and share wealth and opportunities for all, strengthening inclusion, social justice and equity, while developing the capabilities and skills of citizens and preserving resources in the territories.

We can therefore see the synergy that can be established with the multidimensional development missions of OCP Foundation.

As for the SDGs, they cover many topics: protection of the planet, building a more peaceful world, the possibility for everyone to live in safety and dignity... These 17 goals are part of a development program that aims to help the most vulnerable, and in particular children and women, by 2030.

Through its various areas of intervention, the Foundation is committed to 13 of the 17 SDGs listed by the UN.

# PRESENTATION OF OCP FOUNDATION'S CORE AREAS OF INTERVENTION

## SUSTAINABLE DEVELOPMENT OBJECTIVES



Promotion of excellent and inclusive education



Support to R&D and dissemination of social innovation



Support for food and nutritional security



Resilience to climate change and preservation of biodiversity.



# 02 HIGHLIGHTS 2021



## A. A DAILY, MULTIDIMENSIONAL COMMITMENT

To meet the challenges of 2021, the Foundation has expanded the scope of its activities by reaching out to as many communities as possible, around the world, through new or extended initiatives that bridge the concepts of social innovation and sustainable development.

### January

- > Launch of UM6P's «PrepaDigitale» platform with 1,500 learning modules for more than 9,760 students, professors and inspectors of public preparatory classes
- > Measures to fight against COVID-19 in Rajasthan, India, in partnership with several local cooperatives
- > Launch of the UM6P Research & Development call for projects, known as APRA.
- > Signing of the first contracts for action research projects in the framework of the Social Innovation Lab-Covid (SIL-Covid) call for projects and launch of the work.

### March

- > Setting up the «Moroccan Retail Tech Builder» (MRTB), an incubation and acceleration platform for startups in the retail sector
- > Launch of the Niokolo Koba National Park biodiversity preservation project in Senegal
- > Launch of the Ecosystem Technology Transfer call for projects.
- > Launch of the Research & Development Virology call for projects

### May

- > Launch of workshops to support the development of school projects for the 29 new sponsored schools.

### July

- > Signing of the agreement for the program to strengthen the capabilities of Cooperatives
- > Launch of the «South4Dev Series» Webinars, the first of which focuses on «Rural Communities and Sustainable Development»
- > Launch of the training program for the second cohort of 10 female researchers and PhD students from the University of Sine Saloum El-Hâdj Ibrahima NIASS in Senegal, within the framework of the FUERTES project with Mohammed VI Polytechnic University.

### September

- > 45' Chrono on «Digitization and the New Development Model» with Rachid Guerraoui, member of the Special Commission on the New Development Model.
- > Launch of the pilot community project for the empowerment and improvement of living conditions of populations bordering the Niokolo Koba National Park in Senegal.

### November

- > 1<sup>st</sup> thematic conference on Collective Intelligence and Social Innovation organized within the framework of the Social Innovation support program, with Lex Paulson, Director of UM6P School of Collective Intelligence.
- > Launch of the training course «Management of women producers' groups in a context of biodiversity preservation», within the framework of the biodiversity preservation project of the Joal-Fadiouth Community Marine Protected Area.
- > Selection of more than 70 projects to be funded under the call for Ecosystem R&D projects, Virology R&D and ARPA R&D.
- > Launch of 3 new cohorts in Act Schools Khouribga, El Jadida and Youssoufia.
- > Participation in the round table for the preservation of the Niokolo Koba National Park - Senegal, chaired by the Senegalese Ministry of the Environment and Development, UNESCO, the International Union for Conservation of Nature, with the support of the Norwegian government.

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### February

- > Launch of a strategic study to define the modalities of embedding SIL into the ecosystem and OCP Group's Sustainable Development policy
- > 3 priority initiatives to strengthen the fight against emerging viral infections

### April

- > Supplying the Public Centers of the Preparatory Classes of the 12 regions of the Kingdom with scientific and didactic materials
- > Launch of a training program by the Social Innovation Lab on topics related to participatory design in partnership with the MIT D-Lab.

### June

- > Roll out of the online digital support program in 8 sponsored schools for 6<sup>th</sup> grade students at Bouali school in Khouribga.
- > Launch of the UM6P Technology Transfer call for projects (APVAR)
- > Organization of a Masterclass, Round Table & workshops around the project «Imagine the future of Africa».
- > Inauguration of the first studio for the production of digital educational content in public Universities at Hassan 1st University in SETTAT.

### August

- > Launch of a partnership for the acquisition of cold rooms for the National Institute of Hygiene and the exchange of knowledge in the field of health.
- > Launch of the training program on entrepreneurship in the framework of the project to support CAFPA in Madagascar.

### October

- > Pedagogical enrichment workshop within the framework of the public school sponsorship project (improvement of the conditions and quality of schooling for learners)
- > Convention around the Chaire «Technology Development & Business transformation» for the valorization of the projects of the various R&D funds supported and the incubation and support of future calls for projects.

### December

- > Organization of 3 internal workshops «Collaborative Work Progress Plan», in collaboration with OCP in-house coaches.
- > National mapping of medical-social and Inclusive Education actions
- > Completion of 14 recording studios in 12 Moroccan universities
- > Launch of the partnership with the Ministry of Communication and Media of Togo for the launch of the project to support rural radio stations to support agricultural development in Togo.
- > Signing of a partnership with the International NGO Femmes Africa Solidarité for the launch of a pilot community project in Malawi benefiting women's cooperatives.
- > Launch of a partnership with UM6P and the Odyssey Foundation Conservation Trust on capacity building and ecosystem awareness OCP/UM6P Foundation in the One Health conservation approach.

## B. SUSTAINABLE INNOVATION TO PRESERVE OUR ENVIRONMENTS

With  
**160+**  
projects  
in 2021

OCP Foundation was able to reach

**77 000+** people

for a more equitable future through sustainable innovation







➤ **Through education**

**3600 +**

scholarships funded through FIRSI the Ibn Rochd Foundation for Science and Innovation

**29 new schools sponsored**  
for a total of 60 schools and 30,000 students

**9400 students benefit**  
from the project to equip the 27 public CPGEs

➤ **Through a more solidarity-based and social economy**

Support to

**600 cooperatives**  
through the UM6P Cooplabs

Training of **400+** women  
and creation of **3** dedicated training centers

**30 projects submitted**  
to the Sustainable Development Fund's call for projects

➤ **Through sustainable and integrated agriculture**

Awareness raising on sustainable soil

management for **8200 beneficiary farmers**

in Bangladesh, including **2376 women**

**Fertility map** on  
**4M Hectares**  
of soil in Africa

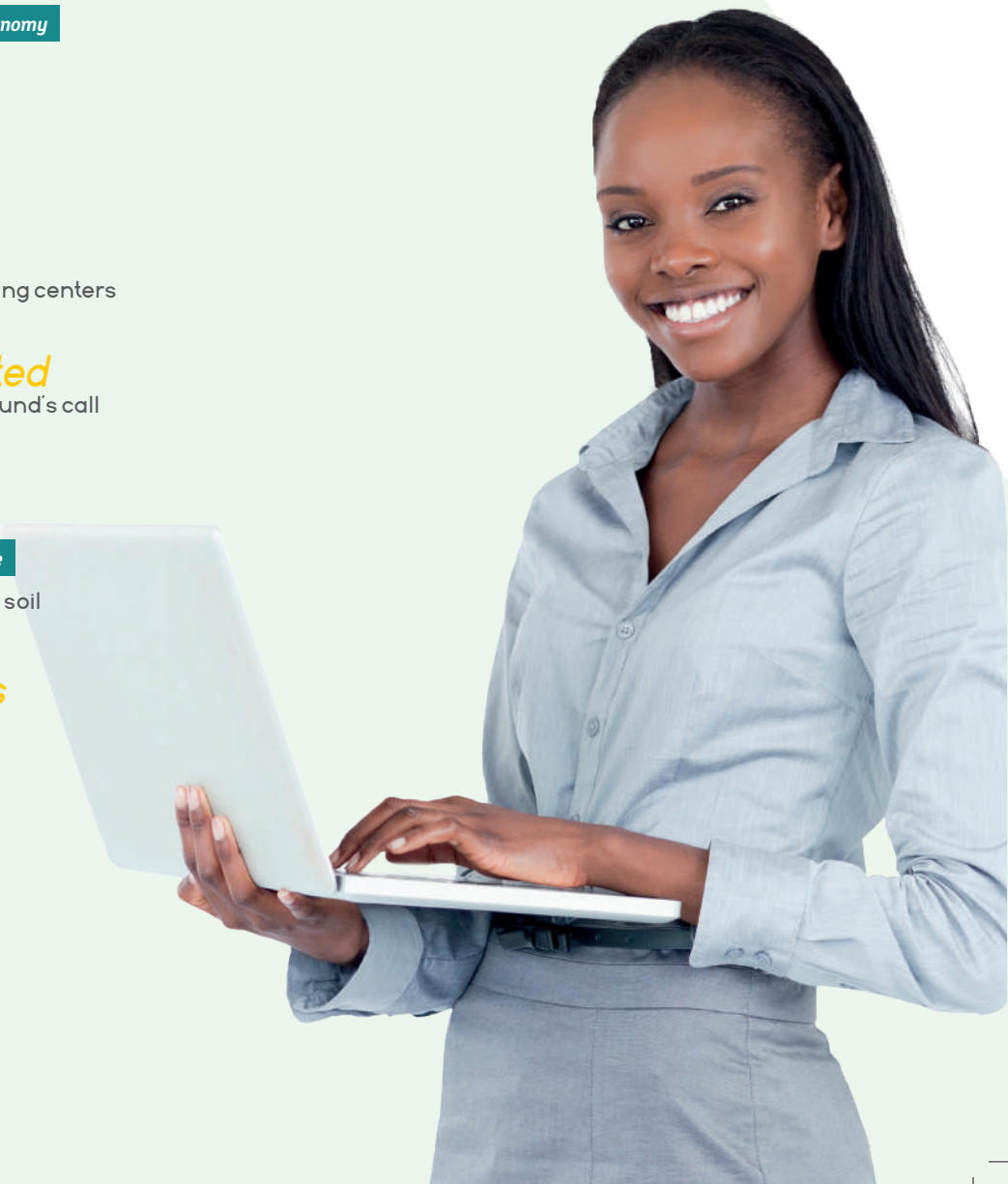
➤ **By fighting against COVID 19**

**9000**

protection kits in India

**7508 beneficiaries**

of awareness campaigns and **120 people trained** in sanitation work in sub-Saharan Africa



## C. A COMMITMENT BEYOND BORDERS

*Year after year, OCP Foundation is committed to meeting the needs of local populations in Morocco, as well as those of the most vulnerable communities in Africa and Asia, in order to carry out increasingly innovative and structuring projects.*

### Africa

#### Guinea, Togo, Burkina Faso, Madagascar, Cameroon, Ghana and Rwanda

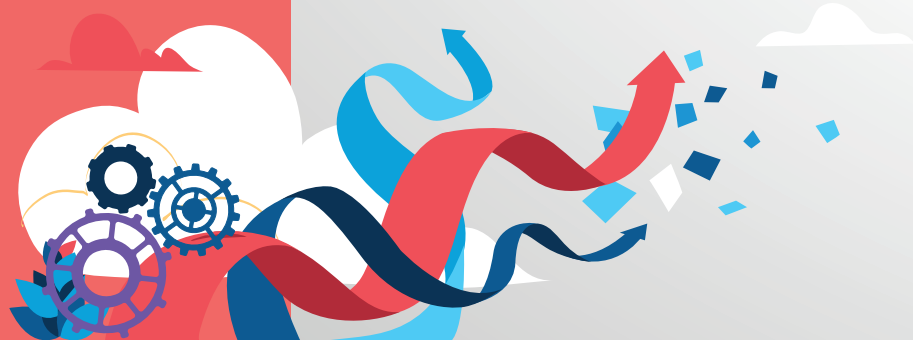
- Covid 19 pandemic support system
- Support for women's associations
- Fertility map and training of managers

#### Togo

- Launch of a project to support rural radio stations in agricultural development

#### Senegal

- Training of female researchers and PhD students
- Project to preserve the biodiversity of the Niokolo Koba National Park
- Support project for the Dar Essalam women's cooperative in the Niokolo Koba National Park
- Support project for the communities of the Joal-Fadiouth Marine Protected Area





## Asia

### India (Rajasthan)

- Support to women's associations
- Actions to fight against COVID-19

### Bangladesh

- Sustainable soil management

### Madagascar

- Support to the agricultural high school of CAFPA in Antsirabé



# 03

## ACTING SUSTAINABLY FOR OUR ENVIRONMENTS



*The health crisis has revealed new challenges for the planet, highlighting inequalities in our society. It also constitutes a unique opportunity to reclaim and understand our environment. Despite the still strong impact of the health crisis, companies and socio-economic players are looking to the future, focusing on climate change & biodiversity, education, R&D, social innovation and food and nutritional security.*

## A. ADAPTING TO CLIMATE CHANGE AND NEW ENVIRONMENTAL CHALLENGES

Throughout history, changes in climate have influenced the appearance or disappearance of biodiversity, i.e. the whole of the natural environments and life forms (plants, animals, fungi, bacteria, etc.) and their interactions. Conversely, biodiversity plays a fundamental role in the regulation of climate (humidity, temperature, etc.) and can therefore mitigate the effects of climate change. However, biodiversity is being degraded worldwide due to human activities, which exert major pressures on nature.

In its strategy to take action in the long term, the Foundation has therefore fully integrated this environmental dimension into its approach and has reconciled the development imperatives with positive measures for broader human issues such as the climate or the rational use of our planet's resources.

The most successful environmental initiatives in 2021 involve Senegal.

### 1. PRESERVATION OF NIOKOLO KOPA PARK IN SENEGAL

This project is the first of many initiatives launched by OCP Foundation and the Ministry of Environment and Sustainable Development of Senegal for the preservation of natural heritage and community development in the country. Within the framework of the cooperation between Morocco and Senegal and its actions carried out with communities across the African continent, OCP Foundation is carrying out a sustainable development project for Niokolo Koba National Park, located in the southeast of the country, 650 km away from Dakar, in the Tambacounda region.

The Niokolo Koba Park is a reservoir of faunal and floral biodiversity and is severely affected by the populations of the 17 surrounding municipalities, which have had devastating consequences on its natural resources, particularly water. This justifies its inclusion since 2007 in UNESCO's red list of endangered sites.

An agreement was signed on January 2021 between the Ministry of Environment and Sustainable Development of Senegal and OCP Foundation in order to reduce the burden on the park and its resources. The three-year project aims to support the National Parks Department in two complementary areas: on the one hand, controlling the quality of the park's waters by providing equipment and capacity building for managers and, on the other hand, empowering local populations by developing community projects with them and carrying out awareness-raising activities.

To this end, OCP Foundation relies on the expertise of the International Water Research Institute (IWRI) and the Water Department of Mohammed VI Polytechnic University (UM6P) in Morocco to deliver the training program on water quality control. A first training module on water analysis methods was delivered remotely on February 10th and 11th, 2021 to ten executives of the Senegalese National Parks Department (DPN).

The training program continues with 5 other sessions organized after the National Parks Department received rolling stock and a mobile water testing laboratory, for training in their operation and use.



The empowerment of local populations is also being supported through the establishment of an environmentally friendly integrated farm by a women's association near the park, with the support of UM6P's Cooplab. This agro-ecological project aims to create income-generating activities through the provision of the necessary resources, the technical and managerial support to members of the women's association.

#### COLONEL BOCAR THIAM,

Director of the National Parks of Senegal

“ The Biodiversity Conservation Support Project in Niokolo Koba National Park (KNP) is timely and in line with the corrective measures recommended by UNESCO's World Heritage Committee to remove KNP from the list of endangered sites. Through this project, we will finally be able to address the issue of water quality in the park thanks to the mobile laboratory. The support to community development helps to drastically reduce the anthropic pressures that weigh on the site's Outstanding Universal Value.

All of these measures are supported by the training of our officers, awareness and environmental education to promote a behavioral change for the sake of the conservation of biodiversity.

Thank you to OCP Foundation and may this South-South partnership between Senegal and Morocco, whose friendly relations are centuries old, live on.





# TOUS ENGAGÉS POUR LA RÉSILIENCE DE NOS ÉCOSYSTÈMES ET POUR UN DÉVELOPPEMENT DURABLE



The partners also participated in the round table for the conservation of the NIOKOLO KOBA National Park by bringing together donors (UNESCO, International Union for Conservation of Nature, EU, the World Bank and USAID, etc.) and are also mobilizing to support the Caravan of Ambassadors in 2022 to raise awareness among local populations about environmental issues.

## 2. PRESERVING BIODIVERSITY IN THE JOAL-FADIOUTH COMMUNITY MARINE PROTECTED AREA

The Joal-Fadiouth region is located on the Petite Côte of Senegal, 114 km from south of Dakar. This project aims to contribute to promoting an inclusive economic and social development of local communities and to improving the conservation of the marine and coastal biodiversity in and around the Community Marine Protected Area of Joal-Fadiouth.

The continental plateau of this area of the Petite Côte offers a privileged environment for fisheries resources due to particularly suitable hydrological conditions, hence the abundance of its marine flora. The lagoon of Joal-Fadiouth is home to wetlands (mudflats and mangroves) covering an area of more than 430 ha, which play a considerable role in the conservation of fisheries and water birds. As such, the mangrove represents a space of protection of migratory species such as the marine turtle and shelters many sites of shells.

For this reason, it was important to establish a plan to conserve biodiversity and improve fishing yields and socio-economic spin-offs for the local population.

In collaboration with the Ministry of Environment and Sustainable Development of Senegal and the Directorate of Community Marine Protected Areas, OCP Foundation is involved in a community development project which, through access to education and R&D, will contribute to the conservation of marine and coastal biodiversity in and around the Joal-Fadiouth AMCP, the awareness-raising of the populations about environmental preservation, the promotion of economic and social development of local communities, and the development of the local economy. A first training program (150 days) was conducted on the themes of management of women's cooperatives and management of soil and water salinity issues for the benefit of about twenty executives of the Directorate of Community Marine Protected Areas.



## THE PROJECT COMPONENTS ARE STRUCTURED AROUND 4 PILLARS :



PILLAR 1

Community development through a technology transfer and capacity building program for women members of cooperatives and officers of the AMCP Directorate;



PILLAR 2

The improvement of the state of conservation of the marine and coastal biodiversity of the MPA through the promotion of the One Health Approach and reforestation; restoration of the mangrove; acquisition of monitoring and surveillance equipment for DAMCP officers; implementation of education and awareness programs related to the environment for the **schools of JOAL FADIOUTH**.



PILLAR 3

**Digitalization and the introduction of new technologies** as a cross functional pillar to support all the planned activities and accelerate technology transfer.



PILLAR 4

**Communication/awareness-raising and monitoring** of the project.

The technical and managerial capacities of the female cooperative members will be strengthened, marine and coastal biodiversity will be more respected, and the populations of JOAL-FADIOUTH AMCP will be well made aware of the environmental aspects of their living environment.

## B. TAKING ACTION FOR AN ADAPTED LEARNING ENVIRONMENT



One of the first pillars of OCP Foundation's commitment is based on the promotion and strengthening of the knowledge ecosystem for the dissemination of quality education to the greatest number of people. To this end, it joins forces with key players such as Mohammed VI Polytechnic University, the Ministry of National Education, Preschool and Sport, and the Ministry of Higher Education, Scientific Research and Innovation, in order to benefit from their expertise and their network throughout the Kingdom.

OCP Foundation's action in the field of education is based on the following guiding principles:

- Encouraging and supporting learners to enter fields of excellence
- Acting in favor of the development of public schools
- Supporting special education for children and people in vulnerable situations

### 1. PEDAGOGICAL INNOVATION IN SPONSORED SCHOOLS

Originating from the convergence of strategic visions between OCP Foundation and the Ministry of National Education in 2016, sponsoring public schools supports the Moroccan education system by providing practices and material resources to ensure quality education. The areas of intervention are designed with a holistic approach whereby student success is the central objective.

Starting with a selection of 31 sponsored schools, the program will reach 60 sponsored schools by 2021, adding a new dimension to our commitment to provide quality education that is tailored to the needs of the beneficiaries and takes into consideration the new approaches brought about by the health crisis.





**HAJAR,**

6<sup>th</sup> grade student at Oulad Hssine School

“ Having a tablet at my disposal has really helped me to improve my learning, and more specifically for distance learning, but also for my homework.



**60**  
schools  
sponsored  
in 2021

### Distance learning support in 8 sponsored schools

Accelerated by the Covid 19 pandemic, digitalization has been introduced in schools to reinforce the pedagogical continuity strategy during the transition to distance learning. A pedagogical support program supported by digital solutions has been implemented to boost student learning in several sponsored schools in rural areas in 2021. The pilot, which involves 8 schools in 3 provinces across the Kingdom, has been designed as a pedagogical innovation that promotes student learning with the support of new information and communication technologies.

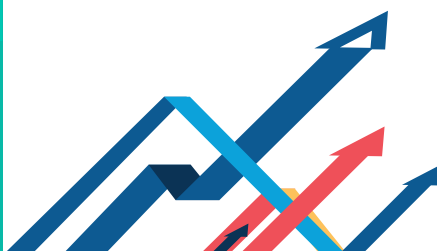
Following the delivery of the digital binders and training on how to use them, provided by the IT Team of OCP Foundation's to the teachers, the pilot of the digital distance support system was deployed as a preview during the entire month of June 2021. It took place after school hours with the 6th grade classes and helped support students' academic progress by improving their learning and better preparing them for the end-of-year exams.

The objective was to create a new dynamic that would promote equal opportunities for rural school children, thus facilitating their progress towards development and knowledge.



### 2021 ACTIONS FOR THE FIRST 31 SPONSORED SCHOOLS

- Updating of program contract timelines for completion of activities not completed during the health crisis
- Launch of the impact evaluation in collaboration with UM6P, including the digital school support system and the evaluation of the pilot



### Mobilization workshops to support the school project of the 29 new sponsored schools

Several workshops were held with the directors of the schools in Safi, El Jadida and Khouribga, and were attended by representatives of the Provincial Directorates of the Ministry of National Education and the school teams.

actcommunity

## 2021 ACTIONS FOR THE 29 NEW SPONSORED SCHOOLS

- Co-construction of school projects
- Development with UM6P of training kits for the development and implementation of institutional projects
- Launch of the engineering of the enrichment offer with UM6P



### ASMAE OUAHID,

Teacher at Oulad Hssine School

“ The project of digital distance support, initiated and implemented by OCP Foundation and the Ministry of National Education, is considered to be an excellent means of didactic learning for the students, but also for the teachers. It has allowed our students to have a better learning environment and to overcome many of their deficiencies.



### AWARDING OF THE "BEST TEACHER OF THE YEAR" AWARD AS PART OF THE SPONSORED SCHOOLS PROGRAM

A ceremony for the «best teacher of the year» in the Marrakech-Safi region was held on February 28th in Marrakech in partnership with the Regional Academy of Education and Training «AREF», Zahid Foundation and the association of friends of the public school. The award was given to a teacher from Rahal Meskini school in Safi, part of OCP Foundation's Sponsored Schools program. This teacher, who runs the school's computer club, proposes more equitable learning methods for students, using opportunities for individualization, self-learning and interactive learning. This project has had a direct and measurable impact on the students, helping them to complete interactive exercises as well as the evaluation of work without the need for teacher intervention.

## 2. THE DEVELOPMENT OF PUBLIC CPGE

The Classes Préparatoires aux Grandes Écoles in Morocco are one of the most dynamic sources for the emergence of a young national elite. Aware that these high quality scientific and technological trainings are the most likely to prepare these students for success, and strengthened by the success of the Lydex experience, OCP Foundation has joined forces with the Ministry of National Education to support public CPGE centers and turn them into centers of excellence on the national and continental levels.

### Launch of the UM6P Digital Prep platform via E-CPGE



In September 2021, the teams from the Digital Learning Lab of Mohammed VI Polytechnic University and OCP

Foundation, in collaboration with the National Center for Pedagogical Innovations and Experimentation (CNIP), have joined forces to enrich the «PrépaDigitale» platform of the Classes Préparatoires aux Grandes Écoles in Morocco by enriching it with content in order to make it accessible and operational via the official E-CPGE portal for the 2021-2022 academic year. **1,561 videos** have been produced, in order to better support the preparations for the various competitive entrance examinations for engineering schools, for **9,760 students**, teachers and inspectors of preparatory classes.

For its part, the MEN is responsible for promoting the use of the platform within the CPGE ecosystem with a monthly follow-up of the number of connections and visualizations of the platform's contents at our level

### Acquisition of the 2nd phase of laboratory equipment and teaching materials

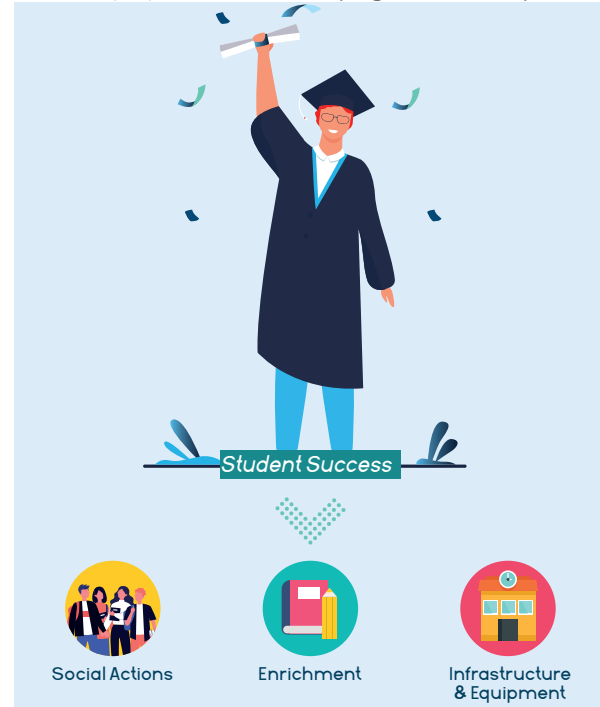
In order to offer students studying in institutions of excellence a creative and modern environment, and a more stimulating work environment for students and faculty alike, OCP Foundation has delivered the second phase of physical sciences teaching materials for public preparatory classes of the 12 regions of the Kingdom. In this way, more than **9,000 students** will have access to these unconventional materials which will contribute to their progress and success in the competitive examinations of the Moroccan and foreign Grandes Ecoles of Engineering.

### Support for 27 public CPGE Centers



Based on support for the development and implementation of school projects, a support program for the 27 CPGE centers was developed by and with all the players in each center, with the following components

Conducted in collaboration with the Institute of Education Sciences (ISE) of the UM6P, this program makes it possible



to:

- Propose and formalize a coaching approach in Learning by Doing mode,
- Select and fund projects led by institutions with a major impact on the success and performance of students,
- Develop a new monitoring system for the performance of these institutions.

### Support for CPA Associate Teacher Training Centers

After several months of studies and work for the completion of the rehabilitation project of the CRMEFs of Rabat and Marrakech, the preliminary handover of the works has been done. As a reminder, this project is part of OCP Foundation's support to the CRMEFs (Regional Centers for Education and Training Professions), carried out in coordination with the Société d'Aménagement et de Développement Vert (SADV) which aims at creating a motivating work environment through the upgrading of living and study places that favor the pedagogical progress and learning of future teachers in the best possible conditions and in accordance with the requirements and health measures prescribed by the national regulation against the propagation of the Coronavirus.

In the same framework, OCP Foundation has launched the acquisition of a first batch of laboratory equipment (Mechanical and Electrical Engineering) for the CRMEF in Settat.





### 3. EQUAL OPPORTUNITIES THROUGH SCHOLARSHIP PROGRAMS

Aware of the importance of developing skills to help support Morocco's ambitions, OCP Foundation has made the strategic choice to encourage excellence and offer better access for all to higher education with scholarships based on social criteria. To encourage academic success and promote equal opportunities, OCP Foundation has been granting, for several years now, scholarships for excellence on the basis of social criteria and merit. These scholarships allow deserving Moroccan students from disadvantaged backgrounds to pursue their higher education in renowned national or international institutions.

In 2020, OCP Foundation signed a partnership with FIRSI (Ibn Rochd Foundation for Science and Innovation) to manage its scholarship programs. FIRSI, a non-profit association under Moroccan law, is affiliated with UM6P and is specialized in the field of education.

In fact, a set of existing programs at OCP Foundation level have been transferred to it, thus constituting the first building blocks of its global student support offer.



#### Funding for FIRSI Fellowship Programs in 2021:

- Funding for approximately 3,600 fellows (LYDEX, UM6P, French Grandes Ecoles) for the year 2021-2022
- Support for the implementation of the 2021-2022 programs
- Support for the launch of a study to optimize the scholarship programs with Africa Business School of UM6P.



### 4. TRAINING THROUGH CREATIVITY

At OCP Foundation, we promote different learning horizons for active learning, involving people of all ages who are at the heart of the process. With our support to the MAHIR Centers and the Solicode school in Tangier, training today represents the emergence of skills and talents of young people who decided to pursue an active and inclusive training program, blending training, practice and innovation.



#### UM6P's Mahir Network program, the adventure continues

Already 3 cohorts have graduated from Mahir Centers in Benguerir and Rabat and a new school, the Act School, dedicated to artistic professions, has opened in Khouribga and El Jadida.

#### COHORTS 1 AND 2:

- 15 graduates have gone back to school, including 7 at UM6P
- 23 graduates are currently employed, including 11 at UM6P and OCP Foundation

#### 3<sup>RD</sup> COHORT (29 STUDENTS) LAUNCHED AT THE BENGUERIR (13) AND RABAT (16) CAMPUSES

- Launch of the 1st Act schools cohort (117 students) in Khouribga (40) and El Jadida (40) (Temporary premises)

As an integral part of Mohammed VI Polytechnic University in Benguerir, MAHIR Center is a space of convergence of initiatives in human development, which gives pride of place to research, reflection, and knowledge production. It aims to train committed human resources capable of actively contributing to the human development of Morocco, by supporting young Moroccans in their efforts to become capable of driving positive change in our society. MAHIR Center offers a 10-month full-time training program that systematically combines theoretical learning and experimentation and insists as much on the acquisition of work methods as on the development of indispensable human qualities such as listening, proximity, empathy, creativity, leadership, and communication skills.

#### SOLICODE-Tanger coding school, supporting the digital dynamic in Morocco

In 2021, 50 young people will be trained at the Solicode School in Tangier, in partnership with Mohamed V Foundation and LEET Initiative and with the support of OFPPT.



Solicode is the brainchild of a close collaboration between the Mohammed V Foundation for Solidarity, OCP Foundation, LEET Initiative association, OFPPT and Simplon.co.

These partners have joined their efforts to contribute to the professional integration of young people and to reinforce the socio-economic development by promoting the digital dynamic in Morocco. Solicode is an inclusive school open to young people motivated and interested in the digital professions. No technical knowledge is required.



## 5. TRANSFORMATION OF HIGHER EDUCATION

UM6P contributes to the dissemination of quality education and high-level teaching and research programs. This is why OCP Foundation is striving to strengthen its educational offer, with the aim of better sharing knowledge, synergy and pooling of resources.

### Creation of the National Center for Digitalization and Distance Learning (CNDE)

Following up on actions taken to develop distance learning in Morocco, Mohamed VI Polytechnic University (UM6P), the Ministry of Higher Education, Scientific Research, and Innovation (MESRSI) and OCP Foundation signed a partnership in June 2020 to create the National Center for Distance Learning. This center is based at UM6P to leverage its know-how and its use of digital tools for the promotion of innovation and excellence, particularly in the field of higher education and scientific research, and to benefit from its expertise in the digitalization of teaching and e-learning.

This partnership aims to:



- Define a vision and a Moroccan strategy for distance higher education by building on the experience conducted as part of the educational continuity plan following the state of health emergency in the face of COVID-19;



- Develop pedagogical engineering modules for distance learning and training of faculty and various stakeholders;



- Propose a strategy to strengthen the access of beneficiaries to distance learning platforms.



- Set up the organization and the network, that constitutes the National Center for Distance Education;



- Contribute to the production of pedagogical content for the beneficiary universities;



- Equip Moroccan universities with 14 recording studios and workspaces for the production of digital educational content.

## BOUIKHALENE BELAID,

Research Professor at the University Sultan Moulay Slimane in Béni Mellal



Our fruitful collaboration with OCP Foundation was born within the framework of the creation of the National Center for the Digitalization of Distance Education, within the UM6P. Through the pooling of scientific research, a real cooperation and group work have been established, highlighting the Foundation's contribution to innovative projects in the field of new technologies.

Within the framework of the National Center for the Digitalization of Education, training was held from 25 to 27 October 2021 for 73 people from 12 national universities in the Digital Learning Lab of UM6P, with representatives of public universities, the Department of Higher Education and Scientific Research, and OCP Foundation, in preparation for the completion of the equipment of 14 studios for recording and production of digital educational content, with the aim of promoting the development of scientific research and innovation in Morocco and promoting the digitization of distance learning.

## ESTABLISHMENT OF A PARTNERSHIP IN EDUCATION SCIENCES

OCP Foundation, Mohammed VI Polytechnic University and the Ministry of Education have joined their efforts and skills to strengthen the know-how developed by the Institute of Educational Sciences (ISE) of the UM6P through a tripartite partnership aiming at:

- Strengthening the national expertise in education science and supporting the structuring projects of the reform of the national educational system;
- Supporting the public and private education system in acquiring quality human resources;
- Creating a framework for research and pedagogical innovation to promote quality education.

**The partners, with the possible involvement of other national and international actors, will launch:**

- The establishment of a system of continuous training, based on the validation of acquired experience (VAE), with a focus on Training of Trainers for teachers;
- A research fund dedicated to educational sciences and pedagogical innovation in partnership between UM6P and the various research units of the 12 CRMEFs of the Kingdom.





### Social Experience Program for UM6P students

The Social Experience Program (SEP) is a community engagement program for UM6P students. The goal of the program is to encourage students to engage in civic actions and to instill a culture of sharing between young people and their community. It is articulated in a variety of offers allowing students to get involved throughout their academic career and at any time of the year with social organizations, civil society organizations or social enterprises.

In 2021, the digital platform for the management of all processes has been developed to enable the integration of the entire range of support services.

### UM6P's Sustainable Development Fund

The Sustainable Development Fund aims to contribute to the culture of Sustainable Development of Mohammed VI Polytechnic University, through environmental, social and economic initiatives within the organization in accordance with the requirements of the STARS accreditation.

Second edition of the UM6P student AAP: **26 projects submitted, of which 21 were accepted** (carbon impact reduction, selective sorting, community awareness, social impact and inclusion, etc.)







## 6. REDUCING DISPARITIES AND STRENGTHENING EQUAL OPPORTUNITIES

OCP Foundation continues its support to medical and social centers and special education. Aware that the future is based on its youth, of the importance of accessibility to quality education for all, OCP Foundation continues to work and develop training and support programs for persons with special needs in order to strengthen their skills, promote their autonomy, their social and their professional integration, but also to help them cope with the discrimination they often have to face.

### Supporting highly vulnerable populations

The Foundation supports health and social services centers, throughout the country, targeting PESH (disability experts), by providing technical support, training and capacity building through our specialized partners.

Today, 4,580 beneficiaries are supported through 19 partner associations, through actions to strengthen medical care for populations in vulnerable situations.

**50** children with diabetes  
and **3000** people living with **VIH**

### BADIA BENHAMMOU,

President of the Badil Association for the support of children with diabetes

“Since 2014, OCP Foundation has helped us to care for disadvantaged children with diabetes, which has helped improve their health and social integration. In this respect, we share values with the Foundation of solidarity and sharing to strive for social development in the field of health and education, and to support youth.

We can only emphasize its integrity with its respect for commitments, and its solidarity with the most disadvantaged to improve education and health

- Sponsorship of **250 disabled children** from disadvantaged families;
- Support of **1,300 children** and young people with special needs from 6 social welfare institutions;
- Training of **36 young people** from disadvantaged backgrounds for professional integration through the music industry.
- Contribution to the national program of cochlear implants «**Nasmaa**» for about **50 children** from underprivileged families
- Support for the purchase of hearing aids for **30 hearing impaired people**



classes for autistic students

**NEW PARTNERSHIP WITH HADAF ASSOCIATION FOR A BETTER CARE AND INTEGRATION OF PERSONS WITH DISABILITIES**



85 young people with mental disabilities aged 17 and over benefit from this project through the development of IGAs for the sustainability of the association's actions. In addition, it improves the service of its «Dar Diaf» center as a space for socialization, internship and employment in a protected and mainstream environment for young people with disabilities.

**Education of children and young people with special needs:**

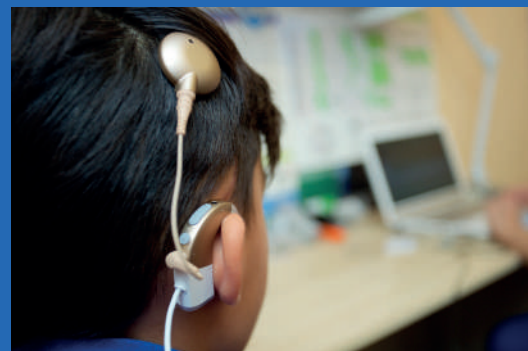
- Launch of a training program for the inclusion of visually impaired children in school
- Renewed sponsorship of 173 special needs children in partnership with 7 associations
- Early care for 150 children with disabilities
- Support for the development of structuring projects for the activity of 3 partner associations by creating 10 specialized

**OCP FOUNDATION SUPPORT FOR THE NASMAA NATIONAL COCHLEAR IMPLANTATION PROGRAM**

OCP Foundation supports the «NASMAA» program providing cochlear implants for deaf children, which targets more than 800 deaf children from underprivileged families at the national level over a period of 2 years.

This program provides a complete care, from the surgical procedure for the cochlear implant to the follow-up of the beneficiaries' health condition, including speech therapy and auditory rehabilitation services.

This program is carried out in cooperation with the Lalla Asmae Foundation for Deaf Children, the Ministry of Solidarity, the Ministry of Health, the Mohammed V Military Hospital, University Hospitals and several associations working in the field.





## 7. MEETING THE NEEDS OF THE MOST SOCIALLY FRAGILE

In order to meet their needs and deficiencies in education, health and employability, OCP Foundation is committed to supporting the most fragile and the most disadvantaged on a daily basis, particularly in their access to regular medical care and specific quality education. The programs particularly target women, children and young people.

In 2021, the most impactful programs were run in Madagascar and Senegal.



### MADAGASCAR - CAFPA agricultural high school

In 2021, OCP Foundation, with the support of UM6P, continued its support program for Antsirabe Agricultural Support and Vocational Training Center in Madagascar (CAFPA), aiming to strengthen teachers' capacities, disseminate knowledge to students, and improve living and working conditions within the institution, while respecting the environment. Launched in October 2020, the partnership aims to improve the working environment within the center, provide educational resources for capacity building, and to contribute to upgrading the infrastructure and equipments.

### LALANEKENARISOA Nénée Tolojanahary,

Director of CAFPA Antsirabe

“The support project for the agricultural high school of CAFPA-Antsirabe mainly aims at improving the living conditions of the students and teachers within the institution. The training program lasts three years for these young people, they are in boarding school and after 2 years of study, they obtain the «Professional farmer certificate» and after an additional year of education, they obtain the «Professional diploma of agricultural farming and entrepreneurship».

By the end of 2021, 22 online trainings were delivered as part of this project, including 6 practical sessions for knowledge transfer to students by mobilizing renowned experts from UM6P. Overall, 20 instructors and 60 students from this farming center, future young entrepreneurs, have already benefited from this partnership. Among the key achievements of this project, the center has been equipped with an online training room as well as small tools and equipment.

The center was equipped with small equipment and livestock equipment for practical work in addition to COVID-19 safety kits.

## 8. SENEGAL - THE FUERTES PROJECT TO TRAIN SENEGALESE FEMALE RESEARCHERS AND PHD STUDENTS

The partnership between the Mujeres Por Africa Foundation, UM6P and OCP Foundation supports the empowerment of African women in order to reduce gender inequalities in the continent. The initiative entitled «Women United

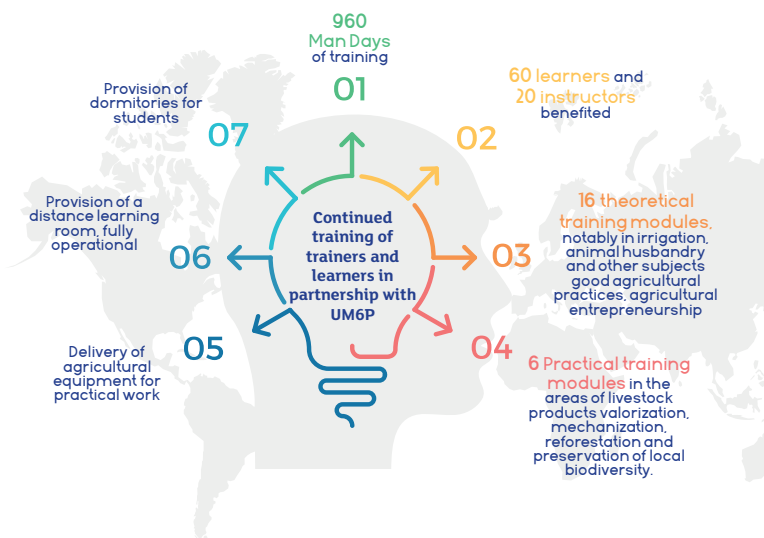
Together for Research, Technology, Environment and Science (F.U.E.R.T.E.S)» aims to improve agricultural research in Senegal through the training of Senegalese female researchers and PhD students specializing in sustainable agriculture at University of Sine Saloum El Hadj Ibrahima Niass (USSEIN). An online training program was launched on August 10th, 2020 for 5 female researchers and 5 female PhD students from University of Sine Saloum El Hadj Ibrahima Niass (USSEIN) and facilitated by experts from UM6P specialized in the field of agriculture. This training aims to strengthen the technical and academic research skills of Senegalese female researchers and PhD students in different areas of the agricultural sector. 7 virtual training workshops were organized. They covered several topics such as Agronomic Research in Morocco, the Green Morocco Plan, the soil microbiome, bio-fertilizers to promote plant growth, rural entrepreneurship, ...



The 2<sup>nd</sup> cohort of 10 female researchers and PhD students of the USSEIN University, originating from the FUERTES training was launched on September 14th, 2021. This training is a continuation of the first program conducted in 2020 for the 1st cohort (7 training sessions), and provides an opportunity to create a network of female researchers and leaders in agriculture, including researchers and teachers from UM6P. The training spans a period of 10 weeks, with 2 sessions per week, and covers various topics such as nutrition and human food in Africa, agribusiness, entrepreneurship, leadership, renewable energy, integrated and sustainable crop management, etc. ...

### SENEGAL - Integration of young girls at Mariama BA High School

In order to support the academic excellence of African women, the Mariama Bâ scholarship was initiated in Senegal, allowing 6 students from the Mariama Bâ Education House who wish to integrate the Moham VI Polytechnic University in Morocco, to obtain scholarships, thus guaranteeing the financing by OCP Foundation of their academic studies over a 5-year period.





**LYCEE  
D'EXCELLENCE**  
DE BENGUERIR

**Focus: LYDEX - APEE, an open door to excellence**

In its approach to educational innovation, OCP Foundation wished to implement a new educational model through an institution devoted to excellence.

Opened since the beginning of the 2015 school year, the Lycée d'Excellence de Benguerir is a private educational institution supported by the Association for the Promotion of an Education of Excellence (APEE) and by OCP Foundation within the framework of a public-private partnership with the Ministry of National Education. In line with the strategy of equity advocated by the Foundation, it contributes to training a Moroccan elite. It promotes access to renowned international schools and universities for deserving young students, and provides a platform for education of excellence accessible to deserving young Africans.

Lydex is committed to providing its students with the highest quality education and promotes excellence through the establishment of an educational platform that provides scientific and technical education based on a culture of innovation, entrepreneurship and international outlook.

Located in an exceptional setting, spread over 18 hectares in the heart of the green city Mohammed VI of Benguerir and located next to Mohammed VI Polytechnic University, the institution is surrounded by a wonderful natural environment providing a real bubble of oxygen for the school. Its modern and innovative architecture is designed for a high quality academic and educational project. Its equipment and infrastructure meet the needs of a modern education, which is also demanding and open to the world.



**NEWS 2021 AT LYDEX**

- Key figures APEE 2020-2021 :
  - **100% (185 students) of the CPGE admitted to a Grande Ecole: (71) in Morocco and (114 / 17 X) in France**
  - **100% success rate in the secondary school diploma («bac») (66% high honors and 27% honors)**
  - Student enrollment 2021-2022: **1,108 including 418 in CPGE and 690 in secondary school**



## C. CHOOSING INNOVATION AND R&D FOR GREATER SUSTAINABILITY

*OCP Foundation has placed social innovation and R&D as strategic drivers of structural change, wealth creation and social development. Social innovation is defined by its innovative character and by its goal of promoting the well-being of individuals and communities.*

### 1. THE FOCP WAY IN SOCIAL INNOVATION

For OCP Foundation, choosing social innovation means reaching out to the poorly met needs of a population. This requires thinking outside the box, challenging conventional development models, and integrating social and environmental considerations into complex economic issues.

More than ever since 2020, we have taken action to address the pandemic and yet again in 2021, to come up with new schemes, innovative approaches, thus strengthening our offer and courses of action in Morocco and worldwide.

#### A) Social Innovation Lab-UM6P, the spearhead of OCP Foundation's action for social innovation



The Social Innovation Lab (SIL) is the result of a privileged partnership with UM6P, to integrate the University's expertise into OCP Foundation's inclusive development projects.

Based at UM6P, the SIL inspires and trains social innovators, produces and disseminates knowledge that strengthens the potential of future leaders to achieve social change. It is also considered as an «innovation booster». It conducts «action research» to find innovative solutions to social development problems expressed by its ecosystem.

It also enables the deployment of integrated social pilot projects in the field by designing, implementing, modeling and capitalizing on innovative territorial solutions. In 2021, the center has witnessed significant developments, with a strengthened training offer and a new, equipped facility.



### 9 projects launched following the call for SIL Research-Action Projects in the Covid-19 context



#### February 2021: Launch of a strategic study

Deloitte was selected to lead a strategic study for the Social Innovation Lab, focusing on defining SIL's mission, principles and values, as well as its operational model, the scenarios of its integration with the ecosystem and the sustainable development policy of OCP Group.

This project was launched on February 5th in the presence of representatives from SIL, the Sustainability Platform, Act4Community, Deloitte and OCP Foundation. The main objectives of this study are to:

- Benchmark the best practices of other university-based Social Labs;
- Propose scenarios and possible modalities of interaction and collaboration between the SIL and all the stakeholders of the Group's ecosystem (Act4Community, Phosboucraa Foundation, Sustainability Platform, OCP Foundation, UM6P, other national and international universities, etc.);
- Propose the operational frameworks that will support the SIL's action and contribution.
- Validated deliverables: State of the art, Benchmark and strategic priorities of the SIL, Service offers and Governance
- Deliverables in progress: Action Plan, Roadmap and Field Pilot
- As part of the study, various representatives from all OCP Group entities participated in a sensing lab on April 14th, 2021. The purpose of this lab was to share a common vision of UM6P-OCP social innovation as a facilitator serving the communities, define the SIL's intervention universe in favor of specific targets and themes, and finally, to identify the solutions that SIL should prioritize to help strengthen the impact of actions and structure interactions among community members.

#### March 2021: Webinar «Community Development Approach»

Mohamed VI Polytechnic University, the Social Innovation Lab and the MIT D-LAB organized a webinar on March 15 on the «Community Development Approach», aimed at introducing participants to the unique approach of this American laboratory on community development through a variety of practical examples from around the world. Moderated by D-LAB member Saida BENCHAYOUNE, this webinar was also an opportunity to introduce the different types of participatory design to participants, introduce the D-Lab design process and to provide an overview of the D-Lab participatory design toolbox.

#### April 2021: Social Innovation Lab and MIT D-LAB Participatory Design Training Program

The training program deals with topics related to participatory design and was organized by UM6P-SIL with the support of the Foundation's volunteer teams and the participation of A4Community.

Animated by Saida BENCHAYOUNE, a member of the D-LAB, and the occasional intervention of some specialists, the course was a success thanks to the many group workshops offered, the rich sharing of experiences and the pooling of practices.

A toolbox was provided to participants to help them apply the knowledge gained during the training to their own projects. 6 sessions on 7 modules were held from April to May 2021 for about 60 participants from Act4Community, OCP Foundation, FPB, UM6P, OTED and OCP Group. This training was marked by the awarding of certificates of participation delivered by MIT D-Lab and UM6P.

#### November 2021: Webinar on Social Business

The Social Innovation Lab-UM6P organized a webinar on social business in November 2021, with the objective of perceiving the challenges of «Inclusive and Social Business» type models, clarifying the different concepts and their articulation, and understanding how to set up inclusive, innovative business models. This webinar was intended for SIL's internal ecosystem (Act4Community, Sustainability Platform, OCP Foundation, UM6P, Phosboucraa Foundation) and featured the intervention of Prof. Bénédicte FAIVRE TAVIGNOT, Affiliate Professor of Strategy at HEC-Paris and Executive Director of the Institute Society and Organizations.





## B) The Social Innovation approach through the Test & Learn Social Innovation squad

A perfect illustration of the FOCP Way in Social Innovation, the Learn & Practice Social Innovation Squad has made it possible to implement this approach through the organization in 2021 of a series of workshops dedicated to the diagnosis of social innovation needs, using the co-design method, which is a process involving the creation of effective solutions to social challenges, with particular attention to end users.

The workshops were a great success with the participants and resulted in the development of skills in Social Innovation to better address the Social Innovation approach promoted by OCP Foundation. In the same vein, a first thematic conference dedicated to the concept of Collective Intelligence was held on Monday, November 22nd, 2021, in Rabat by Dr. Lex PAULSON, Executive Director of the School of Collective Intelligence at UM6P.

## C) The culture of social entrepreneurship

Recognizing the need to promote a different and socially responsible entrepreneurship, OCP Foundation has dedicated a particular attention to the fields of Social Entrepreneurship and Social and Solidarity Economy (SSE) since its creation. At a time of unprecedented worldwide crisis, these social ties seem to be more essential than ever. In keeping with this vision of an inclusive and more equitable economy, OCP Foundation has chosen to be a real catalyst for change, a major player in the Social and Solidarity Economy sector, which, in addition to its societal role, also draws on a way of life that is more respectful of the planet and more aware of environmental issues.

Through different programs and projects, OCP Foundation seeks to support the actors of the SSE field by deploying support, training, and capacity building programs, and by lending support to the certification of cooperatives and associations of the SSE, in order to allow the sector to increase its competence and to move towards a better professionalization. To do this, the Foundation naturally relied on its partners, both institutional, through the Ministry in charge of SSE, but also partners from civil society. About 40% of the population benefiting from the Foundation's actions in this sector are women (approximately 30,000 people).

**NEJMA TISSIR,**

Alili Idaou Semlal Cooperative

“ We are delighted to be able to benefit from the Mourafaka program, through the UM6P CoopLab, which provides us with training and allows us to strengthen our skills with the aim of achieving our goals and above all succeeding in our cooperative projects.



مرا افقة  
MOURAFAKA

**MOURAFAKA  
PROGRAM**

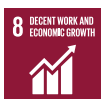
In celebration of the International Day of Cooperatives, in July 2021, the Ministry of Tourism, Handicrafts, Air Transport and Social Economy, the UM6P, the Office for the Development of Cooperation (ODCO) and OCP Foundation have signed a partnership agreement on the Mourafaka program. Carried out by the Cooplab- UM6P, the first spin-off of the Social Innovation Lab, this program will support the training and coaching of 600 newly created Moroccan cooperatives in the 12 regions of Morocco. This partnership is a continuation of the partners' efforts to support and strengthen the cooperative sector and its ecosystem in Morocco in a spirit of mutual innovation, experimentation and collaboration. This program aims to strengthen the skills of cooperatives for the successful development of their cooperative projects.

## NATIONAL AWARD

### «LALLA AL MOUTAËOUINA»

OCP Foundation honors the best women's cooperative projects On the occasion of International Women's Day, the Ministry of Tourism, Handicrafts, Air Transport and Social Economy and the Office for the Development of Cooperation organized the 2nd edition of the National Prize for the best women's cooperative project idea named «Lalla Al Moutaaouina 2021» under the theme: «Women's cooperatives, an efficient economic solution to face any crisis».

Supported by OCP Foundation, this event is an excellent opportunity to promote gender equality, consolidate the role of women's cooperatives as social enterprises contributing to women's empowerment, and to encourage them to engage in social innovation to improve their economic, social and educational status.



## D) Imagining Africa's Future

In collaboration with the United Nations Educational, Scientific and Cultural Organization (UNESCO), the innovative project «Imagining Africa's Futures» (IAF) has been developed to better think and build its future.

In particular, the new discipline «Future Literacy (FL)» is an instrument to significantly improve the ability to conceive and use the future.

To achieve this common ambition, a first center was created at Mohammed VI Polytechnic University, within the Faculty of Governance, Economic and Social Sciences. The aim was to conduct capacity-building programs in foresight as well as cutting-edge research in order to develop innovative action-oriented tools by leveraging the release of energies and collective intelligence. This will enable the implementation of concepts developed in various fields such as sustainable agriculture and climate change.

This Center develops research and training programs in foresight, ranging from awareness to Executive Education. It will serve as a reference center for Foresight and Future Literacy practitioners in Africa and beyond.

The Foresight Capacity Building Program at UM6P is structured in 4 pillars:

- Awareness
- Academics (diploma courses)
- Executive training (certification training)
- Communications and networking.

Numerous outreach and training activities were held with 420 attendees across the continent. These included online and in-person events in a many formats (conferences, webinars, roundtables, workshops, master classes, etc.).

The awareness-raising component has delivered 6 online events, adapted to the health context (Covid-19) in 2020-2021.

On the academic front, the PhD training in collaboration with UM6P (Morocco) and CNAM (France) has been launched, as well as courses for 27 Bachelor and Master students.

As for the executive component, two executive training courses lasting 3 to 4 months were organized for African executives in participatory foresight methodology, with African regional themes.

**420** attendances at training sessions and events to raise awareness of **foresight and future thinking**

**27** students trained

**39** African leaders trained and certified

## E) The Observatory of Territorial Performance UM6P/SAP+D

To address territorial issues requiring the implementation of an integrated, strategic, participatory and multidisciplinary approach, an observatory of territorial performance of the province of Rhamna has been created by OCP Foundation and the School of Architecture and Design SAP+D of Mohammed VI Polytechnic University. It is a living lab to streamline and analyze Smart Data, support the decision-making process of policy makers, territorial planning, provide expertise in analysis, predictive modeling and integration, hence allowing policy makers to understand the most complex problems and consequences of decisions before they are made, and finally, to develop smart and resilient territories that are able to generate valuable sources of initiatives and entrepreneurial opportunities.

- Team being set up
- Equipment and software being acquired
- Fitting out of a dedicated room

## F) Moroccan Retail Tech Builder



This project is the result of a partnership between the Ministry of Industry, Trade, Green and Digital Economy, Mohammed VI Polytechnic University and OCP Foundation. By creating this incubation and acceleration platform for startups in the retail sector, this project aims to promote the dissemination of digital solutions tailored to the needs of merchants and consumers through the strengthening of the innovation capacities of Moroccan entrepreneurs with retail projects. It is therefore part of the efforts made by the Ministry to consolidate best practices in e-commerce, while capitalizing on the efforts of OCP Foundation in supporting the entrepreneurial ecosystem. MRTB project also consolidates the positioning of UM6P as a national innovation hub, which already hosts a range of incubation and acceleration programs to enable project leaders to benefit from an environment conducive to their development.



## 2. UN ÉCOSYSTÈME PERFORMANT DE LA R&D

OCP Foundation is a real booster for projects aimed at positively transforming society. Setting up laboratories, implementing joint programs with the UM6P and the national research ecosystem, or financing research funds are all natural ways for us to instill a new life into Research & Development in Morocco and the rest of the continent. Our main objectives are to enable researchers to develop their research programs while opening up several horizons of collaboration, but also to contribute to the development of national priority areas.

### A) R&D fund dedicated to the National Ecosystem

Launched on January, 2021, the objectives of this R&D Ecosystem fund are based on the following pillars:

- Encouraging applied research, technology and innovation
- Strengthening the ties between academia on one hand, and the private sector and socio-economic operators on the other
- Improving the competitiveness of Moroccan businesses
- 61 projects have been selected with a budget of MAD 186 million (UM6P: MAD 170 million and Ministry: MAD 16 million).

### SIGNING OF AN AGREEMENT ON THE CHAIR BETWEEN THE FOUNDATION, OCP GROUP AND UM6P

A 5-year agreement has been signed between OCP Foundation, OCP Group and UM6P. The objective of the Chair is to host projects and develop a training and a research on the development of new technologies and products in the following areas

- the promotion of the findings of projects from the «APPHOS» program;
- the outcomes of the projects resulting from the program called «Innovation» between OCP and UM6P;
- incubation and support of requests for proposals launched by UM6P and future requests for proposals to be launched by UM6P;
- exploration and development of innovative projects for the diversification of OCP Group business model.

Training will also be developed in connection with the above-mentioned areas

### B) Technology Transfer Fund dedicated to the national ecosystem

The Ministry of National Education, Vocational Training, Higher Education and Scientific Research, the Ministry of Industry, Trade, Green and Digital Economy, CNRST, OMPIC, UM6P and OCP Foundation launched, for the first time in Morocco, during a webinar organized on March 23rd, a call for Projects in Technology Transfer «TechTransfer-Edition 2021». This Request for Proposals aims to enhance the value of research results developed by Moroccan researchers and aims to contribute to the development of a national economy based on innovation and technology transfer. The ambition is to accompany researchers in technology development and maturation for the marketing of processes, products or services resulting from research results and to promote production and national preference, to spread the culture of promoting research findings in academia, and finally, to encourage applied research and innovation.

### Partnership with Pasteur Institute of Morocco, and UM6P for a Virology R&D Fund

A call for projects in partnership with the Pasteur Institute of Morocco was launched on March 2021.

An information webinar on the call for projects was organized on March, 2021 and was attended by 360 people. The terms of reference of the request for proposals were presented, followed by a discussion and a Q&A session.

### Phosphate R&D Fund (APPHOS)

The result of a partnership between OCP Group, the Ministry of Higher Education, Scientific Research and Innovation, CNRST, OCP Foundation and UM6P, this first «APPHOS» R&D Fund was launched with phosphates as the driving force and has been very successful in its implementation. Most of the projects are showing convincing results, the laboratories of 15 participating Moroccan universities have been strengthened and their networking has enriched the scientific production and the training of PhD students.

### SANAE NAÂMANE,

Moroccan Foundation for Advanced Science, Innovation and Research - MASCIR

“ I am conducting a project funded by OCP Foundation, within the framework of the Phosphate R&D Fund, on the subject of erosion-corrosion of centrifugal pump impellers, which are used by OCP Group. This initiative promotes innovation in Morocco and has given a boost to national Research & Development and we thank OCP Foundation for this.

### In 2021

**37 out of 39 projects closed**  
: 16 completed reports and 23 in progress

**6 patents** (filed / in progress)

**1 Startup** in store for the sale of the Trichoderma product of Pr Douira's team in Kenitra

**8 prizes** in the framework of national and international events

**57 internships** abroad for the benefit of PhD students

**24 theses** defended out of 70

**Preparation** of the launch of the Impact Study in collaboration with UM6P





## D. MEETING THE CHALLENGES OF A SUSTAINABLE FOOD AND NUTRITION ENVIRONMENT



Food scarcity and malnutrition have been exacerbated by the Covid-19 crisis, ongoing conflicts, growing inequalities, and climate change, making it essential to research, develop, and demonstrate technologies that can improve the sustainability of food and agricultural systems.

Much traditional knowledge held by farmers needs to be enriched with the latest scientific knowledge in order to improve productive food systems through sound and sustainable management of soil, land, water and nutrients. It is this synergy that OCP Foundation is seeking to develop across the continents with various partners such as UM6P, COOPLAB and the respective Ministries, by conducting numerous programs for soil characterization.

### 1. SUSTAINABLE SOIL MANAGEMENT IN BANGLADESH

OCP Foundation is working to improve the living conditions of populations, making them more autonomous and thus ensuring greater nutritional security. Thus, in Bangladesh, the foundation keeps its collaboration with associations and local public agronomic institutions in order to contribute to a more efficient and sustainable agricultural model for sustainable soil management.

**8,200 farmers** including **2,376 women** from this collaboration, thanks to **1,200 demonstrations organized during 604 days of field training**. **200 trainings** for extension workers and farmers were organized, and **128 farmers** were able to participate in the Seed Production Program. **4 students** (including 3 PhDs and 1 master) were involved in the project.



# 7508 beneficiaries

### 2. INTEGRATED AGRICULTURAL DEVELOPMENT IN RAJASTHAN (INDIA)

The year of 2021 saw the completion of this integrated agricultural development project in rural areas in India. On the one hand, OCP Foundation was able to support **6 cooperatives**, enabling **9,600 cooperators** to benefit from marketing assistance. Subsequently, with the emergence of COVID 19 in 2020, the Foundation wished to extend its commitment to protect the most vulnerable in rural India and help build their resilience.

- **7508** people have benefited from awareness-raising meetings on preventive measures
- **120** people were trained in sanitation work in 30 villages and rewards were given to the teams to motivate them
- **9,000 personal protection kits** and a sodium hypochlorite solution for disinfection were distributed.



### 3. INITIATIVES FOR BETTER SOIL CHARACTERIZATION IN AFRICA

Fertility and productivity are improved by a better knowledge of soils, in order to develop more sustainable and adapted agricultural practices and much better yields. This is why OCP Foundation has deployed numerous initiatives in several countries, in collaboration with UM6P, as part of its previous African soil characterization program.

In 2021, **153 executives** from the respective Ministries of OCP Foundation's partner countries have been trained on GIS (Geographic Information System).



As part of the dissemination of good agricultural practices and the networking of the expertise of the UM6P, sub-Saharan and Asian partners, and for a better immersion in its projects at the international level, OCP Foundation has launched a serie of webinars called «South4Dev Series» in collaboration with UM6P. The first edition, organized in July 2021, focused on «Rural communities and sustainable development». It brought together 180 participants who were able to discover the feedback of the different stakeholders of the projects around the theme, thus connecting associative, institutional and scientific actors from Asia and Africa.

#### M. ANI ESSOUWEDEOU SEKOU, Togolese Institute of Agricultural Research

“ Within the framework of the partnership between OCP Foundation and the Ministry of Agriculture, Animal Husbandry and Hydraulics of the Togolese Republic, we have benefited from a training program that allows us today to address the issues faced by small-scale farmers when it comes to fertilizers. We have learned a lot in technical terms and have exchanged a lot with our Moroccan colleagues and I think that the transfer of this know-how on both sides is necessary to boost the development of Togolese agriculture.

#### BOATEMAA QUANSAH, Ghana Ministry of Agriculture

“ The training program on soil fertility, crop fertilization and the Geographic Information System applied to soil mapping will help us a lot in our daily work, because most of the questions asked by farmers are about the type of fertilizer they need and the recommendations they should use on their farms. We thank OCP Foundation for this initiative.

**TOGO**  
**67** Ministry officials

**CAMEROUN**  
**40** Ministry staff

**GHANA**  
**8** Ministry officials

**GUINÉE**  
**5** Ministry staff

**RWANDA**  
**33** Ministry staff

After the mapping of nearly **150,000 hectares** in Burkina Faso within the framework of a partnership between OCP Foundation, UM6P and the National Soil Bureau (BUNASOL) of Burkina Faso, an awareness-raising operation was undertaken in 2021 with 1,630 farmers.



Soil characterization is one of the pillars of sustainable soil management. OCP Foundation has already launched several initiatives in several countries on the continent to promote resilient agriculture through soil mapping.

The process of developing fertility characterization maps in sub-Saharan Africa includes several important components, and some projects were completed this year. Two programs are still in progress.

It should be noted that various partners at the local level have been associated with the mapping operations through skills development and the provision of the necessary resources so that they can make a real contribution, in complete autonomy, to the establishment of their fertility maps and can subsequently draw the appropriate guidelines for their national agricultural policies.

COUNTRY	AREA	SITUATION
TOGO	3.6 Mha of 1.8 Mha planned	Closed
GUINEA	1,1 Mha	Closed
RWANDA	50 000 Ha	Closed
CAMEROON	70 000 Ha of 100 000 Ha	Pending
GHANA	33 000 Ha of 100 000 Ha	Pending





# 04

## REINVENTING OURSELVES IN AN ERA OF GLOBAL PANDEMIC





*In our previous report, we mentioned the exceptional mobilization of OCP Foundation and its partners to help our communities cope with the health crisis.*

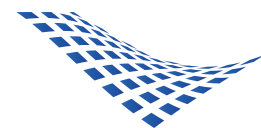
*The pandemic is still impacting us this year and we stay committed to our co-constructed and socially innovative actions throughout 2021, in order to build resilience and agility. Reinventing ourselves is about wanting to find solutions to new health, social and environmental challenges. It also means having the audacity to do things differently and to see further ahead... through research, support for all our communities and training.*

## A. EXPANDING SCIENTIFIC AND TECHNICAL COLLABORATION WITH THE NATIONAL HYGIENE INSTITUTE



As part of its contribution to the national plan of monitoring and response to the Coronavirus 2019 pandemic, OCP Foundation and Mohammed VI Polytechnic University have signed a partnership agreement in August 2021 to promote research in common areas.

The partnership will be based essentially on the highly qualified human skills and on the high-level technical platforms and material resources available to both UM6P and National Institute of Hygiene (INH) in the field of human and environmental health biology.



MOHAMMED VI  
POLYTECHNIC  
UNIVERSITY

The collaboration will focus on the procurement of 2 refrigerated chambers for the National Hygiene Institute, the exchange of knowledge in the field of public health between the Institute and UM6P and the pooling of human resources and research infrastructure. Exchanges between the different managers have allowed the establishment of certain research areas that could be carried out in partnership between the institutions.



## B. DEVELOPING NEW OPPORTUNITIES FOR RESEARCH AGAINST VIRUSES WITH THE PASTEUR INSTITUTE OF MOROCCO



**PROFESSOR ABDERRAHMANE MAAROUFI,**  
Director of the Pasteur Institute of Morocco

“ In 2020, our Institute joined forces with OCP Foundation and UM6P to set up a virology center for highly pathogenic germs (type COVID19). One year later, 3 priority initiatives were launched to strengthen surveillance and preparedness for the response to emerging viral infections. This collaboration was led by OCP Foundation with professionalism and efficiency, with good project governance and effective communication. Our teams are fully aligned in the quest to protect the health of citizens through innovation, professionalism, solidarity and performance.

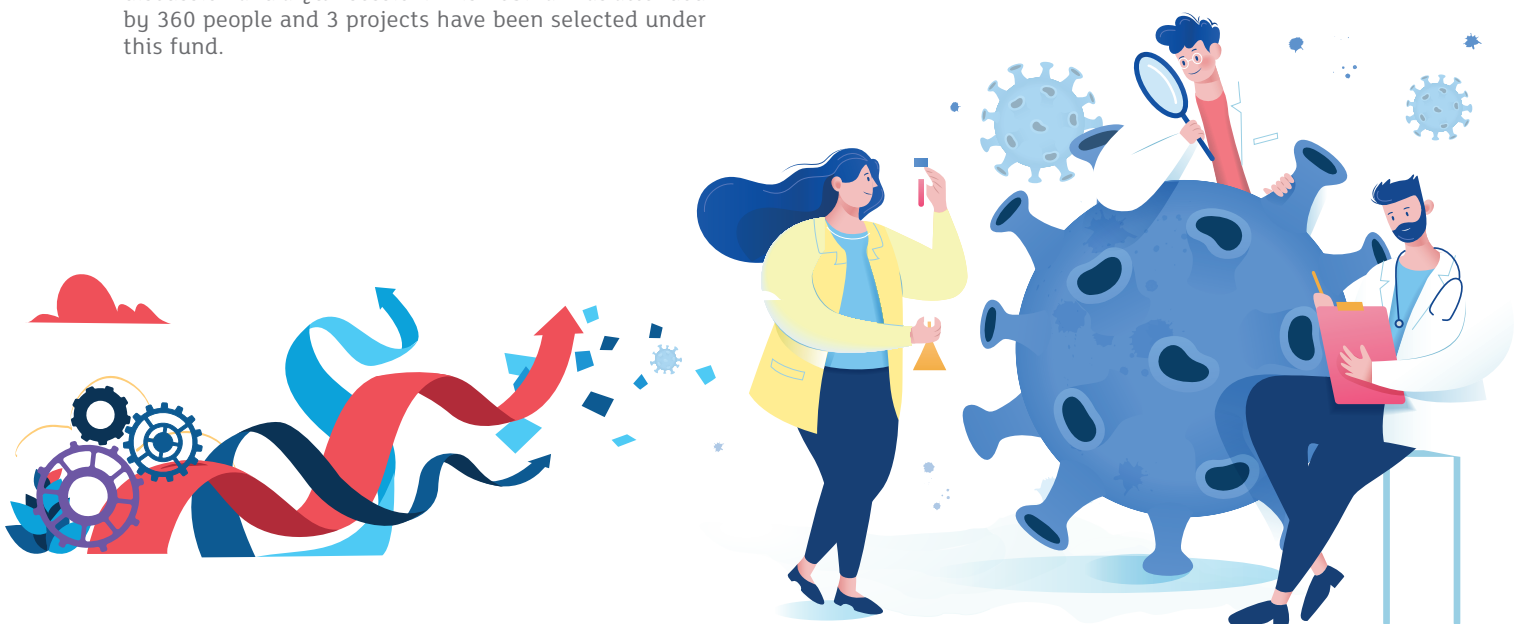
The partnership was signed in 2020 between OCP Group, Mohammed VI Polytechnic University (UM6P), the Pasteur Institute of Morocco (IPM) and OCP Foundation. Less than a year later, they announced the launch of three priority initiatives to strengthen surveillance and preparedness in response to emerging viral infections. The three partners are joining forces to accelerate the implementation of several priority actions in a national and global context still impacted by the COVID 19 pandemic.

These 4-year initiatives include the launch of a **call for projects in virology R&D supported by a dedicated fund**, capitalizing on the capacities of UM6P and IPM, and tapping into the Moroccan national and international diaspora specialized in the field. The request for proposals, which was launched in early March, was presented in an informative webinar on March 26th, 2021, during which the terms of reference were outlined, followed by a discussion and a Q&A session. This webinar was attended by 360 people and 3 projects have been selected under this fund.

### 3 priority initiatives in 2021

The second initiative involves the development of a **medical virology center** within the IPM, open to researchers specializing in highly pathogenic germs, strengthening national capacity. The project has reached the phase where an architect will be appointed.

Finally, the third initiative concerns the **creation of a category 3 laboratory** specialized in virology R&D at UM6P.



## C. SUPPORTING OUR RURAL COMMUNITIES IN AFRICA AND ASIA IN THE FIGHT AGAINST COVID-19

The rural environment has been strongly impacted by the COVID crisis, and in countries such as Madagascar or the state of Rajasthan in India, OCP Foundation has set up support mechanisms for associations and rural populations since the beginning of the pandemic and which have continued in 2021.



5670 masks.

1000 shields.

379 Kg  
of single use soap

9127 bottles of  
sanitizing gel

10 873 bottles of  
hydro-alcoholic liquid  
solution

### THE STATE OF HEALTH EMERGENCY IN MADAGASCAR

Since March 2020, several actions have been carried out to provide support to landlocked rural communities and give them greater autonomy in their fight against the epidemic. Thus, women farmers' associations in five regions of Madagascar have been trained in collaboration with Mohammed VI Polytechnic University and provided with protective and preventive equipment and materials.

The sale of these protective materials by these peasant associations within their respective communities has provided them with additional income. In addition, an awareness-raising campaign was conducted with FOFIFA, through the development of posters, calendars and flyers in administrative offices, schools and households.

The mobile laboratory of the Department of Research in Forestry and Natural Resource Management was used to produce hydroalcoholic solution and disinfectant gel. These products were distributed free of charge to women's associations and FOFIFA branches throughout the island. The distribution campaign is coupled with training in soap making. Finally, radio programs have been produced and broadcast by mobile sound system in 5 regions. Three rural radios have periodically broadcast special awareness programs against the coronavirus.

- Radio Masova – Toamasina
- Radio Akon'Alaotra – Ambatondrazaka
- Radio Akon'i Miarinarivo - Miarinarivo







OCP Foundation, in partnership with FOFIFA, launched a new Covid-19 awareness-raising campaign in Madagascar from June 21st to July 3rd, 2021, involving the distribution of alcohol-based sanitizing gel, and training on soap production techniques for 3 local associations involved in the project:

- the Women’s Association of the SOAVARY platform in Sarobaratra, in the Itasy Region,
- the VATOSOJA Women’s Association in Ivoloina, in the Atsinanana Region
- the Feminine Association FITAHIANA in Ambohitsilaozana Ambatondrazaka, in the Alaotra Region.

It should be noted that in this same context, handbooks and tutorials on the manufacture of protective tools against Covid-19 were previously produced in 2020, in collaboration with UM6P experts.



**20** instructors trained

**60** beneficiary participants

Finally, a training and restitution workshop of the project was organized in November 2021, with the 5 women’s associations mobilized in the framework of the project and 36 participants, including 30 women, attended this event. The workshop program included a retrospective of the project to combat Covid-19, in collaboration with the Foundation and UM6P since its launch in September 2020, as well as a presentation of the activity report and good practices on prevention against Covid-19 by each association, a training session on the development of projects and management of an association’s budget, and finally, an experience-sharing session on the management of associations.

In the same vein, OCP Foundation also supported the Antsirabe Agricultural Support and Professional Training Center (CAFFA) by equipping an online training room with COVID-19 prevention kits and small tools for practical work.







### CLOSING OF THE SUPPORT MECHANISM IN RAJASTHAN

The actions to combat COVID-19 in Rajasthan that OCP Foundation set up in July 2020 have continued to curb the spread of the virus until June 2021. The results are more than positive for having prepared the most vulnerable people in rural areas of India. 7,508 people have benefited from awareness-raising activities on preventive measures against COVID-19. In order to carry out the sanitation work effectively in each village benefiting from this campaign, 120 people were trained. In fact, sanitation works were launched in about 30 villages and rewards were given to the teams to motivate them. Personal protection kits and a sodium hypochlorite solution for disinfection were provided to the sanitary staff.





# 05 CONCLUSION







Thinking and designing social development projects for the long term, incorporating the ecological dimension and respecting people and their environments are the fundamental imperatives that have been the focus of OCP Foundation's activities throughout the year of 2021. This new paradigm makes sustainable innovation an imperative for human development and the future of our communities. It also represents an essential growth factor, which can only be positive in the long-term to our communities. Moreover, while it is true that without innovation, there can be no sustainable development, it is obvious that without collective intelligence mobilized at the depths of the territories, there will be no sustainable social progress.

This is why OCP Foundation's global approach is so major, as it partners with local players to help the most disadvantaged and isolated rural communities in Morocco and around the world by opening up new prospects. Ongoing projects have been refocused on empowerment and resilience, and original mechanisms have been devised to meet new needs. Through the development of platforms, digitalization has allowed for enhanced learning despite the health crisis, as well as access for companies and associations to economic markets that have opened up new future prospects. Finally, sustainable innovation is nothing without an intensive research program, which is why OCP Foundation, with the help of essential partners, has been able to create new research funds in order to boost projects for the positive transformation of society and its environment.

For OCP Foundation, 2021 was a new year of mobilization for all its teams, in Morocco and beyond, to better guide its communities in an ever more inclusive and innovative social dynamic, ...

**and to serve mankind without undermining the environment.**



**FONDATION**



2-4, rue Al Abtal, Hay Erraha, 20200, Casablanca,  
Maroc - BP Maârif 5196

[www.ocpfoundation.org](http://www.ocpfoundation.org)