



PHOSBOUCRAA
FOUNDATION

2020
ANNUAL
REPORT



ONE YEAR OF JOINING FORCES

Empowering Communities



“ ...I have therefore decided to set up an ad-hoc committee for the development model... It will have to take into consideration the major reforms introduced - as well as those to come - in a number of sectors, such as education, health, agriculture, investment and taxation. The committee is expected to make suggestions on how to improve these reforms and increase effectiveness.

...Revamping the nation's development model is not an end in itself. Rather, it is a gateway to a new era - one into which, with God's help, I intend to take Morocco. It is a new phase, whose distinguishing features will be responsibility and the pursuit of a comprehensive take-off.

It is a phase which holds great promise because Morocco's potential and competencies allow for greater accomplishments than what has been achieved so far. And we are, indeed, capable of accomplishing more... ”

EXTRACT OF THE SPEECH OF HIS MAJESTY
MOHAMMED VI,
Throne Day - July 29, 2019



His Majesty King Mohammed VI, may God assist Him

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2020 ONE YEAR OF JOINING FORCES

Empowering Communities

Since 2014, the Phosboucraa Foundation has been serving the communities in the Southern regions of the Kingdom. With many projects completed and others underway, the Foundation has forged an identity as the leading human development actor in the southern regions of Morocco. A position made possible thanks to the union of the strengths of all the stakeholders around a common goal, which is to improve the lives of our communities.

In 2020, this approach of working hand in hand with communities, institutions, and all partners proved to be eminently necessary to confront the Covid-19 pandemic. The Coronavirus pandemic, which affected the entire world, tested our capacity to adapt, our resilience, and our ingenuity. We overcame this challenge by mobilizing all our energies to transform difficulties into opportunities and ensure the sustainability of our commitments.

As soon as the pandemic broke out, the Phosboucraa Foundation, like all OCP Group entities, favored teleworking to preserve the health of its employees. At the same time, it quickly took measures not only to ensure the continuity of its services, but also to reduce the socio-

economic impact of the pandemic on the community. Mobilizing all efforts, stepping up creativity, and making collaborative work a must, the Foundation did everything possible to both preserve and consolidate the achievements made and to ensure the transition.

In March 2020, the Foundation quickly stood out by launching «L'Formation MenDarek», a distance learning platform rolled out for the benefit of all the beneficiaries of its Learning Centers in Laayoune and Dakhla, whether they are involved in skills development or entrepreneurship. Beneficiaries who do not have digital tools or who do not have a connection service have been provided with tablets and connection keys.

The digital transformation of all Learning Center programs was completed in record time. This has earned the «L'Formation MenDarek» platform a place in the top 10 of the first distance education support solutions implemented in Morocco to address the pandemic.

The innovation didn't stop there. To help communities cope with the changes brought about by the pandemic, the Foundation quickly launched a digital program on its social networks and those of its centers. The result of multiple collaborative workshops conducted remotely, this program first made it possible to actively contribute to raising awareness in the local community. Awareness-raising videos were produced in Hassani with the collaboration of young beneficiaries of the centers, who volunteered to prevent the spread of Covid-19 among the population. The program then expanded to include webinars on a variety of topics, led by supportive speakers who put their expertise at the service of the community. The result of this co-building-based program has generated approximately half a million views as of December 2020.

The year 2020 has been full of lessons learned. It has confirmed the priority of knowledge and innovation to address change. Scientific research has never been at the forefront of the news as it has been since the Covid-19 pandemic. In this context, the opening of the Research Institute of the Mohammed VI Polytechnic University of Laayoune, in February 2020, marked one of the milestones towards the realization of the ambitious project of the Fom El Oued Technopole. The Research Institute of the Mohammed VI Polytechnic University of Laayoune in partnership with the Phosboucraa Foundation started in 2020 with 10 applied research projects with the ambition to eventually provide the local community with solutions and opportunities to face the future with more resilience.

In addition to the new initiatives, the Foundation has made every effort to continue its support for ongoing projects.

Whether it is the mentoring of entrepreneurs and cooperatives or the support of institutions, the Foundation has mobilized all efforts to remain attentive and guarantee the success

of its projects despite the pandemic. And because the future cannot be predicted but must be prepared, the Foundation also took the time to restructure and review its priorities in order to face the challenges of tomorrow. Thus, more than 100 hours were devoted to co-construction workshops that resulted in prioritizing education and entrepreneurship. Two axes that are naturally articulated around the project of the Fom El Oued Technopole, the ultimate catalyst of knowledge, innovation, research, and entrepreneurship. And to further anchor its commitment to the local community, the Foundation has chosen to accompany its refocusing with a solidarity plan that aims to strengthen health services in the southern regions and support social actions carried out by the institutions.

“Mobilizing all efforts, stepping up creativity, and making collaborative work a must, the Foundation did everything possible to both preserve and consolidate the achievements made and ensure the transition.”

02 THE PHOSBOUCRAA FOUNDATION



Created in 2014, the Phosboucraa Foundation contributes to the socio-economic promotion of the 3 regions of the South through the development of local communities' skills and the implementation of projects that have a structuring impact. The Foundation's intervention focuses on two major development axes that are the key to sustainable growth: education and entrepreneurship. For each of these areas, various programs are developed and implemented so that each beneficiary can reach his or her full potential. And to sustain its programs and create a lasting impact in the southern regions, the Foundation is working on the development of the Foug El Oued Technopole, the City of Knowledge and Innovation, whose heart is the Mohammed VI Polytechnic University of Laayoune, with its Research Institute.

IN EDUCATION

The Foundation has initiated several projects to help strengthen the education system. Needs analysis and consultation with the various institutional and associative stakeholders has led to the implementation of a wide range of services, ranging from the fight against school dropout, support for academic success and the promotion of academic excellence, to professional integration. The engineering of each initiative aims for excellence. For example, 75% of the beneficiaries of the academic excellence program are enrolled in grandes écoles, and 65% of beneficiary students have succeeded in improving their academic results. In addition, the Phosboucraa Foundation works to open up new opportunities by supporting research and development. Its projects, in partnership with the Mohammed VI Polytechnic University of Laayoune and various renowned partners, focus on themes with high added value for the Southern regions.

IN ENTREPRENEURSHIP

The Foundation is leading the way in the South by being resolutely committed to promoting entrepreneurial innovation to meet the challenges of a world that has become highly competitive and virtual. Its two Learning Centers, in Laayoune and Dakhla, are dedicated today to the emergence of a new generation of entrepreneurs capable of responding to new local challenges. This investment in changing mentalities through the encouragement of new entrepreneurial practices complements other important initiatives including support for the creation of economic activities among youth people, the establishment of a network of experts-facilitators for project holders, support for actors in the social and solidarity economy, and last but not least, support for funding structures. Thanks to its various initiatives, in collaboration with various national and international institutions, more than 7,000 project holders have benefited from entrepreneurial support.

SOLIDARITY

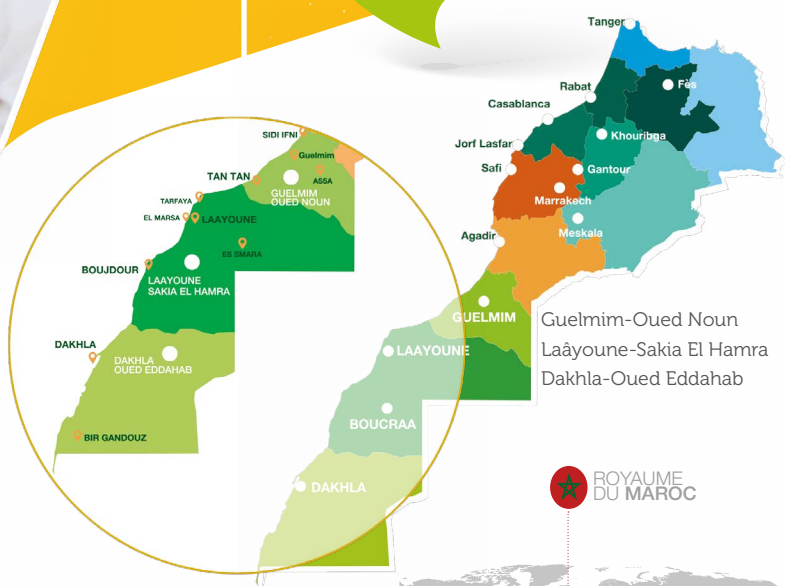
In addition to its commitment to the development of education and entrepreneurship, the Phosboucraa Foundation supports causes that mirror its orientations and concerns. In particular, it participates in the collective effort to improve access to health care and strengthen the quality of medical services. Its medical caravans alone have served more than 100,000 patients in the 3 Southern regions.



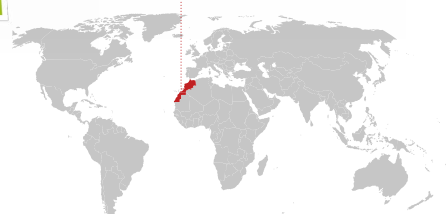
OUR APPROACH

The success of the Phosboucraa Foundation's programs is based on collaborative work, which gives all the stakeholders the opportunity to co-construct. The engineering of the programs is based on listening and consultation with all the stakeholders to define the needs. Projects are carried out in collaboration with expert partners mobilized for their knowledge and added value. Finally, the teams, along with the partners, are committed to life-long learning in order to better serve the community.

180 000
Beneficiaries



ROYAUME
DU MAROC



THE PHOSBOUCRAA FOUNDATION

OUR LEARNING PLATFORM: THE LEARNING CENTERS

Since its inception in 2014, the Phosboucraa Foundation has provided youth people and women in the Southern regions with training spaces, with free access, that enable them not only to acquire professional skills but also to grow personally and socially.

The Foundation's first Learning Center opened in 2014 in Laayoune, followed in December 2016 by a second Learning Center in Dakhla. Since their launch, the Learning Centers have offered several skills development programs aimed at the socio-economic integration of youth people and women in the South. The approach consists in complementing, strengthening, and enhancing the capacities of the beneficiaries so that they can better respond to market requirements. This approach has resulted in a program that has become a hallmark of the centers because of the content provided, which includes language and Microsoft Office certification, digital inclusion, mastery of communication techniques, personal development, self-marketing, and initiation to entrepreneurship.

On the other hand, because training cannot stagnate forever in a given model, the Phosboucraa Foundation has endeavored since the very beginning of the design of its Learning Centers to put creativity and innovation at the heart of its training approach. This choice has allowed the Learning Centers to engage in the transformation towards a hub of innovative entrepreneurship. The partnership with the Massachusetts Institute of Technology's Social

Department (MIT D-Lab) in December 2018 prepared for this shift by introducing the Co-design thinking approach applied to entrepreneurship for the first time in the Southern regions. The implementation of this methodology, for which MIT D-Lab is world-renowned, aims to create a new generation of entrepreneurs capable of creating wealth through different project ideas. The approach consists in introducing them to new entrepreneurial values and practices, equipping them with key assets that allow them to differentiate themselves, and above all, boosting their creativity to create projects that stand out in a market that has become extremely competitive and risky.

In addition to promoting entrepreneurial innovation, the Foundation's Learning Centers also offer beneficiaries the opportunity to open up to culture, create social ties or engage in civic activities.



THE FOUM EL OUED TECHNOPOLE

The Phosboucraa Foundation is leading a major development project in the region of Laayoune Sakia- El Hamra, in southern Morocco: the Fom El Oued Technopole.

This ambitious project, with a budget of MAD 2 billion, is part of the overall mission of the Phosboucraa Foundation, which is to contribute to the sustainable development of the Southern regions. The ambition is to provide its regions with a City of Knowledge and Innovation, a driving force for sustainable social and economic development, whose influence will benefit the region and the African continent. To achieve this goal, the Fom El Oued Technopole is based on 3 key components. The first component is the knowledge and research hub implemented by the Mohammed VI Polytechnic University of Laayoune and its Research Institute dedicated to themes related to the Saharan context. The second component is the Business hub which will support project holders and start-ups. And finally, the life hub which includes all the social, cultural and tourist infrastructures aimed at the well-being of the community.

Among the fundamental goals of the Fom El Oued Technopole is the issue of sustainability on which the Phosboucraa Foundation keeps a watchful eye by activating all the levers that are necessary. In its path towards this goal, the Foundation gives priority to the inclusion of the local ecosystem. The approach consists of giving everyone the opportunity to learn and to be trained continuously so that they become stakeholders in the project and contribute to its success. To this end, the Foundation is initiating several initiatives covering the organization of personalized training, the dissemination of new practices in

urban planning management, the stimulation of reflection on the development of the territory, the inclusion of the citizen in the reflection on the planning of public space, and other initiatives that mobilize international partners and renowned experts such as the partnership with the University of Paris-Sorbonne to train local architects, the collaboration with JESA to initiate companies to HSE practices, or the organization of an international urban planning forum in Laayoune that welcomed more than 40 experts from 4 continents.

In addition, the Phosboucraa Foundation has obtained the HQE certification for the Fom El Oued Technopole. A certification which is a recognition of the quality approach and the efforts made to develop appropriate skills, and set up mechanisms for dialogue and consultation with all stakeholders, in order to achieve sustainability.



KEY FACTS 2020



IN THE TOP10 EDUCATION INITIATIVES LAUNCHED IN MOROCCO TO COUNTER COVID-19

Thanks to the migration of all our Learning Centers' training programs to digital, as soon as the pandemic broke out in March 2020, 2,469 members were able to continue their training with the same quality standards as those offered in-person.





اللجنة الخاصة بالنموذج التنموي
المجلس الأعلى للتعليم
LA COMMISSION SPÉCIALE SUR LE MODÈLE DE DÉVELOPPEMENT

VISIT OF THE SCDM

TO THE LEARNING
CENTER OF THE
PHOSBOUCRAA
FOUNDATION IN
LAAYOUNE ON
OCTOBER 21,
2020

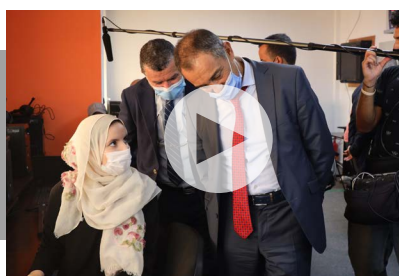


“

Programs such as those of the Phosboucraa Foundation do reflect this systemic turning point and are a source of local pride and ownership of the new model and could provide valuable inspiration for other regions of the Kingdom and even for other countries.

”

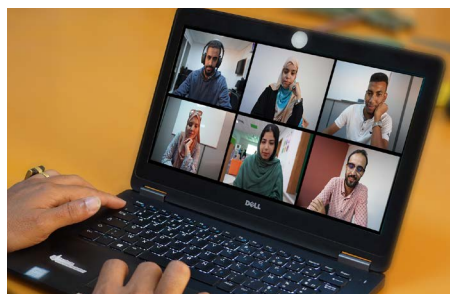
An exceptional field visit that earned the Phosboucraa Foundation to be cited by the commission in its report as an inspiring development model, given the impact of its programs and the satisfaction of its beneficiaries, that the members have seen for themselves during this visit.



KEY FIGURES 2020

10
RESEARCH
PROJECTS

The Phosboucraa Foundation and the Research Institute of the Mohammed VI Polytechnic University of Laayoune have established a partnership on 10 research projects aimed at opening up new economic opportunities for the local community in the 3 regions of Southern Morocco.



WEB
CONFERENCES
1/2 MILLION
VIEWS

To reinforce its training offering, the Phosboucraa Foundation has rolled out a program of webinars on the social media of its Learning Centers. Thanks to the relevance of the topics covered and the quality of the speakers, the Foundation was able to widen the circle of its beneficiaries.

4 522

PROJECT HOLDERS
SUPPORTED

32

COOPERATIVES FITTED AND
EQUIPPED

20

YOUTH PEOPLE CERTIFIED
TO ACCOMPANY PROJECT
HOLDERS

During the year 2020, efforts were pursued to boost the local economic fabric through various initiatives including the support of entrepreneurs from the project idea to its financing, the creation of a network of experts to support project holders in their path, and the upgrading of cooperatives.

HEALTH AND INSTITUTIONAL SUPPORT

In partnership with the Lalla Salma Foundation and the Moroccan Association for Public and Environmental Health, the Phosboucraa Foundation has provided breast and cervical cancer screening to 4,473 women in the Southern regions.

Alongside other institutional partners, the Phosboucraa Foundation has also completed the rehabilitation of the «Qadaya Tofoula» day care center in Laayoune, the construction of the Center for Children in Difficult Situations in Boujdour, and the construction of the National Center for the Handicapped in the region of Guelmim-Oued Noun.

4 473

PATIENTS SCREENED FOR
BREAST AND CERVICAL
CANCER

3

SOCIAL PROJECTS
CARRIED OUT



04

FOUM EL OUED
TECHNOPOLE



THE MOHAMMED VI POLYTECHNIC UNIVERSITY OF LAAYOUNE **OPENS ITS RESEARCH INSTITUTE**

START OF THE ACADEMIC ACTIVITY

In Laayoune, the Mohammed VI Polytechnic University, cornerstone of the Fom El Oued Technopole, starts its academic activities with the opening of its Research Institute. Named African Sustainable Agriculture Research Institute (ASARI), the Research Institute of the Mohammed VI Polytechnic University of Laayoune aims to contribute to the economic and social development of the southern regions of Morocco and the African continent, by addressing the challenges of agriculture in the Saharan and saline contexts.

With its 3 research units, dedicated to biotechnology, renewable energies, water and the environment, the ASARI institute aims to provide practical solutions capable of improving the lives of communities in the South and in Africa. It should be noted that the ASARI Research Institute is only the first of a series of academic programs scheduled to be launched in 2021 by the Mohammed VI Polytechnic University of Laayoune.



Luca BERTACCHI

Partner Architect
Béchu et Associés

We are very proud to have been part of this incredible and unforgettable experience. Designing a building like this is a unique opportunity! It has been a deep human and professional journey that we hope to continue!... always looking forward to develop this important project with you for this amazing country and region as the new UM6P Laayoune campus.

ACHIEVEMENTS & KEY FIGURES

5 000 M² SURFACE AREA

BUILDINGS **6**

RESEARCH UNITS **3**

RESEARCHERS (ULTIMATELY) **30**



THE UM6P RESEARCH INSTITUTE IN LAAYOUNE, THE WORK OF A COLLABORATIVE APPROACH

The collaboration with the Béchu & Associates firm, has enabled us to provide the Southern regions with a hub of knowledge and innovation whose heart is the Mohammed VI Polytechnic University of Laayoune and its Research Institute. We thank the Architectural Firm Béchu & Associates and all our partners to have made available the expertise, resources, and commitment necessary to meet the major challenges of this ambitious project, which is operational since February 2020, with several research projects dedicated to the Saharan context.



PARTNERSHIP BETWEEN THE PHOSBOUCRAA FOUNDATION AND THE UM6P RESEARCH INSTITUTE IN LAAYOUNE

AN AMBITIOUS RESEARCH PROGRAM

In February 2020, the Phosboucraa Foundation entered into a partnership with the research institute of the Mohammed VI Polytechnic University of Laayoune to launch an ambitious research program composed of 10 projects. These projects were defined after a reflection and consultation process that was undertaken by the teams of the Mohammed VI Polytechnic University and the Phosboucraa Foundation both with the national and international scientific community, and the various local stakeholders, including institutions / government organizations, farmers, and cooperatives, but also based on the results of projects conducted by the Phosboucraa Foundation in the Southern regions since 2015. Thanks to this preparatory and concerted work, 10 high value-added

research projects have been launched. Of the 10 projects identified and selected, 3 are ongoing and 7 are in the launch phase.

The first project involves the launch of a large-scale adoption program of new salinity-resistant crops in farms affected by this phenomenon in the southern provinces of Morocco. The second project consists in developing aquaculture in the inland and coastal regions of Laayoune where fresh water is scarce. The third project aims to develop an atlas of threatened native plant species in the region of Laayoune-Sakia El Hamra.

ACHIEVEMENTS & KEY FIGURES

1

ATLAS OF NATIVE PLANT
SPECIES: METHODOLOGY FINALIZED
AND TEAM GATHERED

ALTERNATIVE CROPS:

INNOVATION PLATFORMS INSTALLED
(IN BIR ANZARANE-DAKHLA, SMARA, LAAYOUNE)
PRELIMINARY RESULTS OBTAINED FOR BIR ANZARANE AND
SMARA.

3



Soubai DAHANE

President of the
Agricultural Cooperative
Halib Sakia-El Hamra

The Phosboucraa Foundation supports local farmers. It has accompanied us in dealing with salinity problems and thanks to its help, our farmers have learned about the existence of new salinity-tolerant crops. Its partnership today with UM6P Laayoune is a natural progression to continue to support the local community, and especially us, the farmers. We are proud to have the UM6P Laayoune and its Research Institute in our municipality. And we are confident that the research projects will open new opportunities for our community.



THEY VISITED US

Since its opening, the UM6P Laayoune's Research Institute has welcomed several visitors who came to discover this knowledge hub, the cornerstone of the Fom El Oued Technopole. Combining an architecture with a strong identity in tune with the natural environment and an ambitious scientific program, the institute reveals to visitors the promises it holds not only for the development of local communities but also for the African continent and South-South cooperation.



HQE™ AMÉNAGEMENT CERTIFICATION FOR THE FOUM EL OUED TECHNOPOLE

TRAINING OF THE ECOSYSTEM

In April 2020, the Phosboucraa Foundation launched a cycle of webinars to inform the local ecosystem about the commitments of the HQETM for Urban Planning certification of the Foud El Oued Technopole. The HQETM certification of the Foud El Oued Technopole implies an engagement work of stakeholders and the local ecosystem to contribute to the anchoring of this quality approach. A dissemination of information that the Phosboucraa Foundation has begun carry out despite the Covid-19 pandemic, through the organization of several sessions of Web Conferences that explain the HQETM Development approach and its importance in territorial development.

Led by an urban planner specialist of the HQETM for Urban Planning «Alto Eko», this initiative was addressed to all professionals of architecture and urban planning in the Southern regions. The objective was not only to inform but also to promote the dissemination of this quality approach throughout the territory. The interaction with the facilitator during these information

sessions provided the participants with the necessary explanations to assimilate this approach, and the useful arguments so that they contribute to spread it in the Southern regions.



Sara KNOUZI

Architect - Urban planner
Project Manager at the
Phosboucraa Foundation

“ Continuing the dissemination of the HQE approach in webinar mode was a natural choice. We didn't think twice about it. ”

ACHIEVEMENTS & KEY FIGURES

100

PARTICIPANTS

SESSIONS (2 SESSIONS / WEEK)
2 HOUR SESSIONS

6



Annie LOISY

HQE™ Aménagement Referrer
Carbon footprint consultant

The pandemic has not stopped us, and on the contrary, it has reinforced the enthusiasm for sustainable and inclusive development. The Phosboucraa Foundation has shown us this by mobilizing local actors involved in territorial development in the Southern regions to benefit from an online training course on the HQE certification of the Fom El Oued Technopole. The approach has aimed at transforming practices and generalizing performance and environmental quality, even in times of pandemic. During the 6 editions that I facilitated, I was each time pleasantly surprised by the energy of the participants. The interactions were numerous, and the exchange was exciting. We can be proud to be part of a project that promotes the dissemination of best practices.

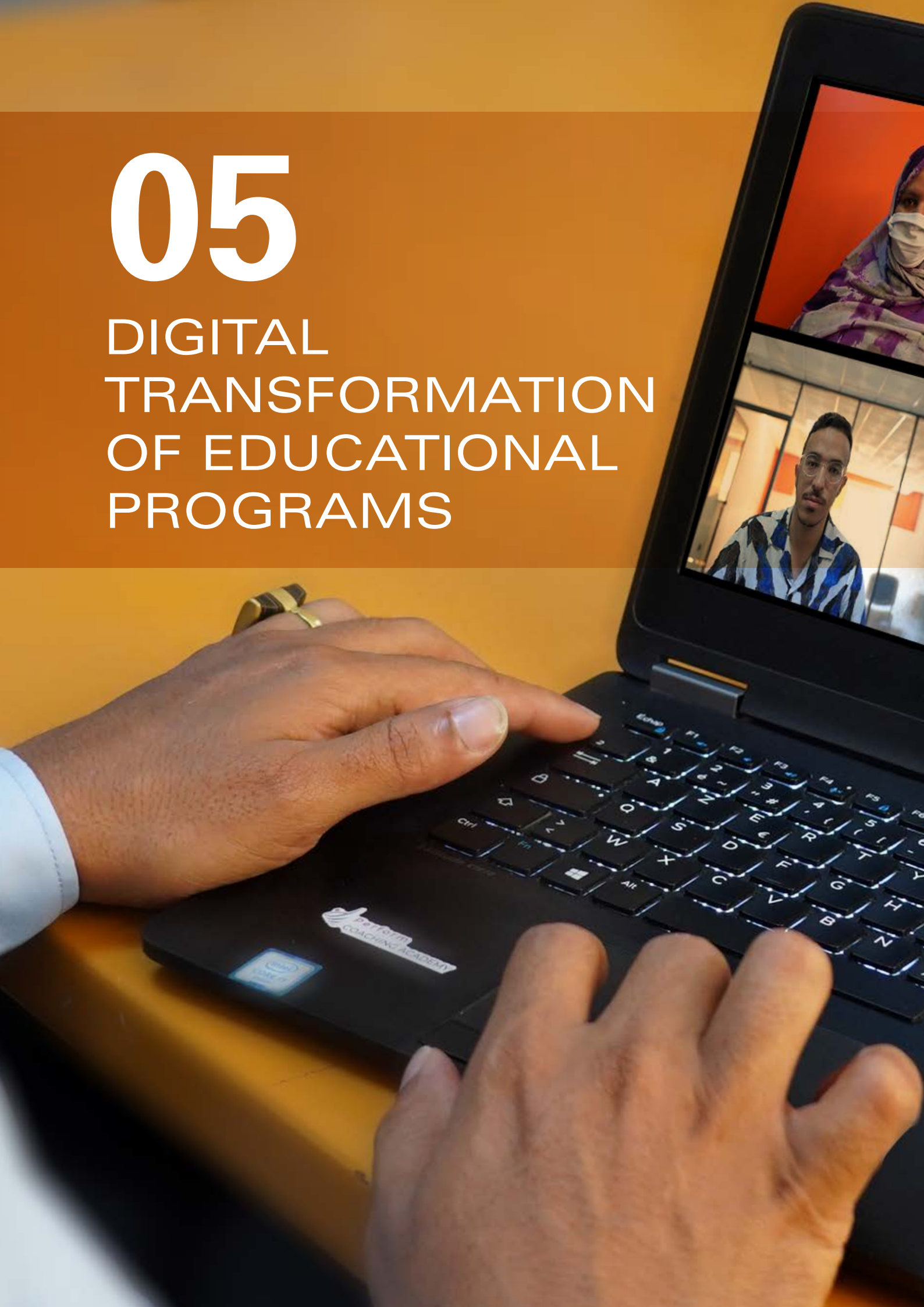
LEARN MORE ABOUT HQE CERTIFICATION

HQETM for Urban Planning is an approach developed by the HQE Association and its partners for sustainable development operations. It offers local authorities and developers the opportunity to implement a global and cross-cutting approach that combines environmental, social, economic, and urban issues in a development project. It is at the service of the project and of those who carry it out in order to ask the right questions, to have the appropriate thoughts and skills, to confront the points of view at the right moments and to allow a privileged and constructive dialogue between the community and the developer.



05

DIGITAL TRANSFORMATION OF EDUCATIONAL PROGRAMS





THE DIGITAL EDUCATIONAL PLATFORM «L'FORMATION MENDAREK»

LAUNCH OF DISTANCE LEARNING

In March 2020, in response to the Coronavirus pandemic, the Phosboucraa Foundation quickly mobilized to carry out the digital transformation of its training centers. Present in Laayoune and Dakhla, the Foundation's Learning Centers provide several types of courses aimed at strengthening the skills of youth people in the southern regions and their socio-economic integration. The outbreak of the Coronavirus prompted the Phosboucraa Foundation to launch, at the beginning of the pandemic, the distance learning program, the «L'Formation MenDarek Training». Thanks to this initiative, the members of the centers were able to continue the programs in which they were engaged in January 2020, with the same quality standards as those offered in person.

The online version of the EDC (emergence of skills) offered 505 beneficiaries a range of modules in a variety of interactive formats: videos, written courses, interactive exercises,

webinars and live concurrent courses. For the year 2020, the EDC program recorded a positive insertion rate of 64.5% despite the pandemic. Regarding the program «Job training», the platform «L'Formation MenDarek» has served 227 beneficiaries registered in the courses of digital, computer graphics and accounting, with a job placement rate at the end of the course of 100%.

This success can be explained not only by the maintenance of the quality standards of the training but also by the mobilization of the entire educational team to monitor and evaluate the progress of each member of the center at every stage of its training. The «L'Formation MenDarek» initiative was listed among the top 10 education support actions launched at the beginning of the pandemic in Morocco.

ACHIEVEMENTS & KEY FIGURES

505

BENEFICIARIES
OF THE EDC PROGRAM

BENEFICIARIES OF THE JOB
TRAINING PROGRAM

227



Nadia CHERROUK

AMIDEAST Regional Director
Learning Center Manager

The Covid-19 pandemic has challenged education systems around the world. In Morocco, Learning Centers were among the first to show agility by launching distance learning within the first week of the crisis.

The stakes were high. We had to ensure the continuity of our mission with youth people. In a few days, we set up the distance learning platform, «L'Formation Mendark». The success of this rapid transition was possible because we had already prepared for it. The centers had already adopted blended learning. Trainers, teachers, and beneficiaries were already used to it. This pedagogical formula, for a long time a hallmark of Learning Centers, made the transition easier for us. Our teams capitalized on what already existed to accelerate the digital transformation. But the real success is the fact that we were able to maintain the learning level of our beneficiaries with permanent evaluations at each stage of the training.



**PARTENAIRES
L'UNIVERSITÉ
ET L'INSTITUT**

AN AWARD-WINNING AND APPRECIATED QUALITY TRAINING!

On March 22, the Phosboucraa Foundation launched an information campaign to inform its beneficiaries of the digital transformation of its Learning Center programs. Members quickly adopted the platform and were able to quickly judge its quality and usefulness.

COMMUNICATION IN HASSANI!

The digital transformation of the educational programs has been accompanied from the beginning by an awareness-raising effort of the local community on the need to respect the sanitary measures and the importance of staying at home. Preventive videos, motivational videos, and coaching videos were produced in the Hassani language so as to be as close as possible to the communities.

SUPPORT FOR ACADEMIC EXCELLENCE THROUGH SCHOLARSHIPS

MERIT-BASED SCHOLARSHIPS

In 2020, the Phosboucraa Foundation continued its program of merit-based scholarships for young baccalaureate holders from the South. Begun in 2014, the program of granting merit-based scholarships has facilitated access of baccalaureate holders, especially those from the South, to the courses of the Grandes Écoles. This merit-based initiative has benefited a total of 162 youth people. It was conducted in partnership with Fondation Marocaine de L'Étudiant (Moroccan Student Foundation), as well as with the Sheikh Zayed Foundation for 5 students engaged in the health professions. As in other years, the 2019-2020 academic year has resulted in a new class of laureates. That is, 37 beneficiaries who completed their academic training in prestigious national and international institutions, including the École Centrale and the École des Mines in France, the École Polytechnique de Montréal, and the Université de Laval in Canada. These results can be explained by the quality of the program, which is based not only on financial support but also on personalized coaching of the students.



Bichara TAZI SAOUD

Certified Professional Coach
from the International Coaching
Federation

“ This kind of program is essential. Students need to be supported financially and morally. In return, they give their best. ”

ACHIEVEMENTS & KEY FIGURES

37

SCHOLARSHIP RECIPIENTS
FOR THE 2019-2020
ACADEMIC YEAR

SCHOLARSHIP EXCHANGE STUDENTS
IN FRANCE AND ITALY

5

DUAL DEGREE SCHOLARSHIP
HOLDERS IN FRANCE

9

DUAL DEGREE SCHOLARSHIP HOLDERS IN CANADA

3

SCHOLARSHIP HOLDER WHO HAS PASSED THE
MEDICAL INTERNSHIP EXAM IN MOROCCO

1

MESSAGE FROM OUR SCHOLARSHIP RECIPIENTS



Coming from a modest family, I could not look forward to the future because of the financial difficulties my family had. However, I worked hard and always got top grades since my first year at school. In 2015, I obtained my bachelor's degree in Mathematical Sciences

with honors and I was able to get the first mark at the regional level and the first mark in Mathematical Sciences in the history of the city of Smara.

After receiving several excellence awards and a series of congratulations from my teachers and relatives during the months of June and July 2015. I realized that all these excellent results would not be worth a better future because of my economic and financial constraints.

On August 27, 2015, I received the REAL AWARD for my excellence: I learned that I was selected to receive the Excellence Scholarship from The Phosboucraa Foundation by FME. This scholarship has given birth to a new person, a Mehdi who dreams, who projects himself and who has no more financial constraints.

I pursued my studies serenely in Classes Préparatoires aux Grandes Ecoles in Laayoune (MPSI option), then in Marrakech (MP* option) and I integrated the Ecole Centrale Casablanca. During all this course, my schooling, housing, and living expenses were entirely financed by the Phosboucraa Foundation.

In 2019, thanks to funding from the Phosboucraa Foundation, I joined Ecole Centrale Lille (in France) to do my third year of engineering with a specialization in Data Science and Artificial Intelligence. Today, I am a Data Scientist Engineer in a large company in France.

I will always be grateful to the Phosboucraa Foundation for believing in me and giving me hope, support and valuable opportunities.

El-Mehdi Bana
City of Smara



I would like to share with you this joy that I have been waiting for a long time. Thanks God, I have passed my state engineering degree in Statistics and Applied Economics from the INSEA Institute, in Rabat. And today, I obtained my master's degree in statistics from the bLaval University in Quebec, Canada. It has been a long journey full of challenges, but thanks to the support of the Phosboucraa Foundation I was able to realize my dream and make it a reality. As one of my classmates said, the Foundation is our «dad». Thank you from the bottom of my heart for your support throughout these years, you believed in me and my potential, I am very grateful. I will soon start working with one of the major telecommunications companies in North America and I am looking forward to starting my professional career.

Many thanks again

Amina Oulad-Bouïh
Province of Assa-Zag



STRENGTHENING THE TRAINING OFFERING OF LEARNING CENTERS THROUGH **DIGITAL TECHNOLOGY**

WEBINAR PROGRAM

The Coronavirus pandemic has fostered the emergence of a webinar program that was rolled out in March 2020 on the social networks of the Learning Centers of the Phosboucraa Foundation in Laayoune and Dakhla. The context of the coronavirus has generated life changes, including social distancing. This problem has prompted the Foundation to think about a solution not only to maintain contact with the members of its centers but also to contribute to a better living together during this restrictive period. This led to the creation of a program of online conferences on current topics, whether in the fields of entrepreneurship, new professions, personal development, civic engagement, or other fields. The success of the program was based on both the choice of themes and speakers. The Foundation's centers mobilized

to involve the entire local and national ecosystem, including institutions, influencers, experts, and associations. Thanks to the relevance of the topics covered and the quality of the speakers mobilized, the Learning Centers were able to broaden the circle of beneficiaries to reach other members of the community attracted by the topics covered. The quality of the program has also strengthened the centers' training offering and generated a dynamic of exchange and interaction with the local community. The results of this initiative are very clear. In a period of less than a year, the Learning Centers recorded approximately half a million million views of their online conferences.

ACHIEVEMENTS & KEY FIGURES

+ 129

WEBINARS

VIEWS

1/2 MILLION

5 228

BENEFICIARIES

SPEAKERS MOBILIZED

109



Saleh FEKKAK

Director General of the
Chamber of Commerce &
Industry of Laayoune

Since the pandemic, digital technologies have established themselves with a vengeance. But not everyone can create a virtual space for both learning and community exchange. The Phosboucraa Foundation's Learning Centers have successfully risen to this double challenge. Their webinar program, in which I had the pleasure of participating as a speaker, has shaken up the norms of learning by creating a hub where you can meet experts and learn and interact. We are no longer in a traditional learning mode. The exchange is no longer unilateral, and participants are in contact with diverse expert resources in a single space. This openness favors the birth of a community united around the same of sharing experience and helping each other. I followed the webinars with great interest. I couldn't do otherwise, given the diversity of the topics and the quality of the speakers.



CAFÉ ENTREPRENEUR, A SUCCESSFUL ONLINE PROGRAM!

The success of Café Entrepreneur has not diminished even after the migration to digital. On the contrary, the recipe has conquered more members. During the lockdown, those who had an idea of a project, or simply those who wished to cultivate themselves, found there a convivial space to meet the various partners involved in the creation of companies: expert-accountants, lawyers, banking advisers, and representatives of coaching networks.



A photograph of two women wearing hijabs and face masks, looking at a flipchart. The woman in the foreground is wearing a light-colored hijab and a white face mask. The woman in the background is wearing a patterned hijab and a blue face mask. They are both looking at a flipchart that has the word "Planning" written on it. The background is a solid green wall.

06

CREATIVITY IN
THE SERVICE OF
ENTREPRENEURSHIP



THE CO-DESIGN MIT APPROACH APPLIED TO ENTREPRENEURSHIP

CREATIVE COACHING

For the year 2020, the Learning Centers of the Phosboucraa Foundation in Laayoune and Dakhla trained and supported 222 aspiring entrepreneurs. Youth in the Southern regions continued to benefit from the Learning Centers' entrepreneurship program despite the outbreak of the Covid-19 pandemic. The Learning Centers, however, did not limit themselves to just deploying their usual services. They have mobilized to strengthen the approach to supporting entrepreneurs by putting co-design at the center of the coaching.

As a result of the Coronavirus, some entrepreneurs have been forced to cease their activities, while others have been forced to abandon their project ideas before they were even born. Capitalizing on the MIT D-Lab's Co-design approach, the Centers launched diagnostic sessions that consisted in assessing the needs and capacities of

project holders. Online creativity workshops have been scheduled to identify and develop solutions. Development and technical assistance plans have been deployed to support the entrepreneurs.

The Co-design approach also focused on the digital transformation of projects. Whether they were involved in the «Business Creation», «Scale-up» or «Women Entrepreneurship» pathways, all beneficiaries were accompanied to seize the opportunity to make digital a lever for development, visibility, and growth. Thanks to the attractiveness of the MIT D-Lab method, the entrepreneurship program has recorded a growth in the total number of entrepreneurs supported in 2020.



Hamid MERNAOUI
Director of the Laayoune
Learning Center

The Covid-19 pandemic has disrupted the daily lives of businesses and project developers. It has challenged many companies that were not ready to undergo such an upheaval. The

business models were often classic, and most entrepreneurs were in traditional approaches. So, to get through this unprecedented ordeal, support was essential. We had to help entrepreneurs re-imagine new arrangements in the absence of a return to normality. We can say that things were easier for us because of the pedagogy adopted in our learning centers. The MIT Co-design approach, which we've been deploying since 2018, promotes innovation and stimulates creativity. Thus, we put it at the service of our entrepreneurs so that they can take new paths and respond to the exceptional. Our Co-design workshops allowed entrepreneurs to reframe problems and start thinking differently. We also took the opportunity to accelerate their digital transformation. And we can say that it paid off.

“We were spared from the commercial break! The Learning Center of the Phosboucraa Foundation introduced us to online sales. It helped save our business.”

The project of Khawla Bagana, specialized in the production of oils for cosmetic and medicinal use, benefited from co-design workshops, organized by our Learning Center in Laayoune, to help project leaders find solutions to the problems raised by the Covid-19 crisis. The digital transformation of projects and especially the online marketing was a focus of these workshops.



“Who would have thought that we could change our activity! The support of the Phosboucraa Foundation and Act4Community allowed us to transform our business and take a new path.”

The Al Jil AlJadid Cooperative, chaired by Moulay Brahim, was supported in transforming its traditional clothing manufacturing activity into the manufacture of health masks. This support was crowned by the receipt of the Imanor certification.

ACHIEVEMENTS & KEY FIGURES

222

ENTREPRENEURS
SUPPORTED

“BUSINESS CREATION»
COURSE

86

“SCALE-UP» COURSE

64

“WOMEN ENTREPRENEURSHIP» COURSE - WITH
35 PROJECTS CREATED

72

STRENGTHENING THE ENTREPRENEURIAL CAPACITIES OF COOPERATIVES IN THE REGION OF LAAYOUNE

SUPPORT TO COOPERATIVES

The year 2020 was marked by the realization of the second stage of the program dedicated to strengthening the entrepreneurial capacity of 64 cooperatives in the region of Laayoune. This program of support for cooperatives and particularly agricultural, food, and local products cooperatives in the region of Laayoune-Sakia El Hamra, could continue its momentum despite the health crisis due to the Coronavirus. The realization of stage 2 of the program, which consist in developing the premises and provide equipment to 32 cooperatives benefiting from the program, has not been impacted.

The measures taken by the Phosboucraa Foundation contributed to the successful completion of this operation for 32 cooperatives. The teams, in total respect of sanitary measures, were organized in a restricted committee to follow on the ground the work of enabling the premises of cooperatives and supervise their compliance

with national standards dictated by the ONSSA, and those dictated by the protected geographical indication (IGP) for the international. The success of this step was difficult but crucial. Normally, having a physical location that complies with standards, and having adequate equipment, are important for the success and development of an entrepreneurial structure. However, with Covid-19, the challenge for the cooperatives became even greater, with the great risk of the total interruption of the activity. It was therefore necessary to overcome the difficulties and to take advantage of the pause due to the pandemic to provide the cooperatives with premises that meet the standards that allow them to resume their activity in the best conditions, as soon as the sanitary measures are alleviated. A challenge that has been met for 32 cooperatives in 2020.

ACHIEVEMENTS & KEY FIGURES

32

PREMISES FITTED
13 EQUIPPED



Aziz MOSTAIN

Expert with the National Cooperation Office (ODCO)

Cooperatives are structures rooted in our culture. It is a development model that is very close to us because it integrates the social concerns of our communities. By choosing to accompany them, we are choosing to promote sustainable development based on solidarity and inclusion. The arrival of the Covid-19 crisis could have weakened this will. But when the conviction is strong, nothing can shake it. Quite the contrary. The Foundation's teams were aware that the cooperatives were on the front lines and that they had to redouble their efforts to help them overcome the crisis. They did everything possible to turn the turbulence into an opportunity, taking advantage of the imposed commercial pause to fit out and equip the cooperatives.

CO-CONSTRUCTION IN ACTION!

The cooperative entrepreneurial skills development program is the result of a co-construction process. The diversity of the know-how of the experts mobilized and their unwavering commitment made it possible to carry out this project.

All committee members contributed their skills. Thanks to this participatory work, the

program has benefited 8 sectors of activity, processing more than 170 applications, with study of files, interviews with candidates, field visits throughout the region of Laayoune Sakia- El Hamra and monitoring of the development of premises. We thank all our institutional partners. You have changed lives.



Houria SOUEID AL EIN

President of the Union Itihad Al Jamal
Production of Couscous
Region of Laayoune Sakia-El Hamra

“ We were lucky to be selected in the program of the Phosboucraa Foundation. Now, the members of the cooperative have a fixed income and real premises, equipped in every respect. ”



Moulouda ALOUA

President of the Marhaba Cooperative
Production of Couscous
Region of Laayoune Sakia-El Hamra

“ The facilities of our premises have been maintained despite the constraints of Covid-19. We thank all those who made sure to accompany us during this difficult period. ”

TRAINING OF ENTREPRENEURSHIP COACHES (CEFE)

SUPPORT FOR GREATER SUCCESS

The year 2020 started with a training session for coaches of project holders in the southern regions. The session, the second of its kind, involved 20 young coaches from the 3 regions of the South. This training was initiated in partnership with the Mohammed V Foundation for Solidarity. Its goal is to provide the regions of the South with a network of expert advisors-entrepreneurship coaches. Coaching is a very important service for entrepreneurs, especially VSEs and cooperatives. These structures, which make up most of the local economic fabric, need more support and expertise in coaching because of their structural fragility.

Through its unique methodology, the CEFE training provides coaches with a set of tools that allow them to support an entrepreneurial project, and more specifically VSEs and cooperatives. The CEFE approach has the advantage of being based on experiential learning. For 26 days, the class of 2020 was hosted at the Mohammed V Foundation training center in the city of Salé. The 20 participants experienced a series of practical cases to stimulate them to develop management skills, and abilities that allow them to better understand the changing contexts and thus better advise project holders. The training ended with the presentation of certificates.



El Bachir ISMAILI

Head of Programs at the Phosboucraa Foundation

The revitalization of the economy requires the promotion of entrepreneurship. This has become a reality. But the promotion of entrepreneurship depends on several mechanisms, including support. It has been proven that entrepreneurs who are accompanied increase their chances of success. The support of a coach saves many pitfalls. It can be said that when project leaders are supported, they can focus on the essential: their core business. This principle is even more true in our Southern regions where the market has specificities that cannot be addressed with classic coaching schemes. In this respect, the CEFE training is very relevant. The coaches are trained to consider the realities that entrepreneurs are facing. The CEFE method, which is very pragmatic, favors the personalization of the coaching according to the nature of the project and the sectorial issues. With the second class of certified facilitators, we can say today that we have succeeded in creating a support network for entrepreneurs.

ACHIEVEMENTS & KEY FIGURES

20

CERTIFIED VSE COACHES

FROM LAAYOUNE & TARFAYA

8

FROM DAKHLA

4

FROM BOUJDOUR

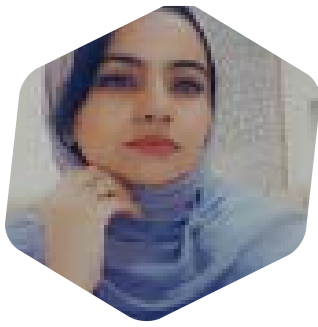
4

FROM SMARA

4

TRAINING DAYS

26



Rajaa BOUMAAZA
Province of Boujdour

“ It's not easy to break into the consulting market. The CEFE training provided me with a real point of differentiation. I was able to set up my own consulting firm to bring the CEFE operational approach to as many entrepreneurs as possible in my region. ”



Mohammed BAK
Dakhla Region



“ Being an entrepreneurial coach is first and foremost a vocation and, in my region, the need is great. By benefiting from the CEFE training, I was able to realize my dream of conversion. From IT trainer, I became a facilitator to help the entrepreneurs of our region to put more chances on their side to succeed in their projects. This conversion is possible because the pedagogy adopted is first and foremost based on common sense. ”

FIND OUT MORE

The training of entrepreneurship coaches is an initiative that has started in the region of Guelmim. This component, which is part and parcel of the program of integration through economic activity, is distinguished by its innovative approach. The class of coaches from the Guelmim-Oued Noun region was the first to demonstrate this.



SUPPORT FOR THE FINANCING STRUCTURES OF PROJECT HOLDERS

BEYOND FUNDING

With the support to the «Moubadarat», the Phosboucraa Foundation contributes to provide the regions of the South with financial support structures that benefit the project holders in these regions. The project holders, which are often very small companies, do not have sufficient guarantees to benefit from bank loans. The Moubadarat, supported by the Foundation, has a fund that allows them to grant honorary loans after studying the applicant's file. This financing formula, with zero interest rate and without guarantee or surety, is combined with a support to the project holders. The committees that study the files also have the mission of advising the aspiring entrepreneurs and the entrepreneurs and of encouraging a synergy between the beneficiaries to create a network of mutual aid and exchange. In 2020, this dual support proved to be most useful with the outbreak of the Covid-19

pandemic. Although financing remains the sinews of war for any entrepreneurial project, with the pandemic, the need for advice and support became more important. The Coronavirus crisis has impacted all economic activities and slowed down the market dynamics, which has pushed project holders to seek out relays to help them prepare for the recovery. The support of the Foundation to 4 Moubadarat in the Southern regions has helped cover the needs of project holders in Boujdour, Dakhla, Tarfaya, and Smara. In total, more than 4,300 project holders were admitted in 2020.

ACHIEVEMENTS & KEY FIGURES

4 347

PROJECT HOLDERS
SUPPORTED

DAKHLA MOUBADARA

1 915

BOUJDOUR MOUBADARA

1 400

SMARA MOUBADARA

791

TARFAYA MOUBADARA

241



Mohamed KMACH

Coordinator of the Dakhla
Moubadara Association

When you want to start an economic activity, you must necessarily go through a bank loan to which you are not necessarily eligible. This is particularly the case for very small companies. Not only do they not meet the eligibility criteria, but they often do not have the capacity to bear interest rates. In this context, Mubadarats represent a breath of fresh air for small entrepreneurs.

The zero-percent loans help foster business creation and stimulate self-employment. Our program, however, does not only include financing. Of course, you need money to set up a business and buy equipment, but you also need good advice and support. With the pandemic, the demand for support has increased significantly. It was necessary to help small companies to step back and to get out of the isolation caused by the crisis. The principle of acting together, which links us to the Phosboucraa Foundation, proved to be essential. It has taken on an even greater dimension.



07

SOLIDARITY

HEALTH SERVICES AND
INSTITUTIONAL SUPPORT





THE CARAVAN OF HOPE

THE BREAST AND CERVICAL CANCER SCREENING CARAVAN



For the third year in a row, the Phosboucraa Foundation in partnership with the Lalla Salma Foundation and the Moroccan Association of Public and Environmental Health supported the organization of a campaign for breast and cervical cancer screening in the Southern regions. After Laayoune, Boujdour, Dakhla, Aousserd, Tarfaya, Es-Semara, Sidi Ifni, Assa-Zag, and Tan Tan, it was the turn of the province of

Guelmim to host the campaign for breast and cervical cancer screening in 2020. This step, like the previous ones, is part of the Phosboucraa Foundation's will to strengthen health services, especially those intended for the most fragile populations. Being often less autonomous, women suffer from unequal access to health care. Breast and cervical cancer are responsible for a high mortality rate among women. In this

context, early diagnosis remains the best way to protect women, and the use of health caravans is the quickest way to bring medical services closer to these fragile populations. In February 2020, the caravan of Guelmim has served a total of 4,473 women, including 2,423 women who were screened for breast cancer and 2,050 women for cervical cancer. This participation rate is explained by the quality of the services and the diversity of the services. Patients were able to benefit from clinical examinations, mammography, ultrasound, colonoscopy, and biopsies for suspected cases. In order to ensure the sustainability of its activities, the

Phosboucraa Foundation, with its associative partners, has scheduled training sessions for medical teams in the province of Guelmim. The training in screening techniques benefited 44 health professionals from the province. For 2 days, they attended training sessions combining practical and theoretical aspects. They then joined the teams in charge of screening, throughout the last five days of the campaign, to operate alongside them and practice the knowledge they had acquired during the two days of training.

ACHIEVEMENTS & KEY FIGURES

**WOMEN AGED 30 TO 69 YEARS WERE
SCREENED FOR BREAST AND
CERVICAL CANCER.**

4 473

HEALTH THROUGH SPORT

100% FEMALE AWARENESS PROGRAM



Improving women's health is a major development issue. The Phosboucraa Foundation is conducting a program to raise women's awareness of health issues through a sports program called «Sport Nature Solidaire Pour Toutes». This program, conducted in partnership with the association Lagon Dakhla, is aimed at all women in the Southern regions. It is designed in several stages to encourage women to preserve their health through sports. The first step of this program consists of awareness and coaching workshops, during which the participants benefit from the advice of a professional coach in terms of food hygiene and sports practices. The workshops end with the selection of participants for the second stage of the program. The examination focuses on the women's physical abilities and their civic commitment. The selected women are then registered to compete in the

only inter-regional sports competition in the region. At the end of this sports course, the winners of the inter-regional competition are admitted competing in the Sahraouiya international competition which takes place every year in Dakhla. For the year 2020, they were 150 women to have taken part in the awareness workshops of the sport solidarity program, including 70 from Laayoune, 40 from Dakhla, and 40 from Guelmim. The inter-regional competition, held this year in Dakhla, recorded the participation of 30 women and resulted in the qualification of 10 of them, to participate in pairs, in the «Sahraouiya» international sports rally. The edition ended in beauty with a silver medal won by one of the teams of Laayoune.

ACHIEVEMENTS & KEY FIGURES

150

AWARENESS WORKSHOPS BENEFICIARIES

30

PARTICIPANTS IN THE INTER-REGIONAL COMPETITION

10

PARTICIPANTS IN THE 6TH EDITION OF THE INTERNATIONAL COMPETITION SAHRAWIYA.

1

SILVER MEDAL IN SAHRAOUIYA

SUPPORT FOR THE CONSTRUCTION AND DEVELOPMENT OF SOCIAL CENTERS

As a major player in human development in the southern regions, the Phosboucraa Foundation provides support to institutions, particularly to improve the quality of social services. The Foundation's support focuses on 3 major projects: the construction of the National Center for the Handicapped in the region of Guelmim-Oued Noun in partnership with the Mohammed V Foundation for Solidarity, the rehabilitation of the Qadaya Tofoula daycare center in Laayoune and the construction and equipment of the Center for Children in Difficult Situations in Boujdour in partnership with the Moroccan League for Child Protection.

These three social projects will make it possible to respond to certain issues experienced by the local population. The objective is to install living and inclusion spaces that will contribute to prevention, early care for people with disabilities and support

for families, as well as improving educational care and the reception of children in difficult situations. As of December 2020, work on all three projects has made significant progress. The project to rehabilitate the «Qadaya Tofoula» day care center in Laayoune was completed and delivered in December 2020. The Reception Center for Children in Difficult Situations in Boujdour is underway, with a progress rate of 50%.



ACHIEVEMENTS & KEY FIGURES

1 DAYCARE CENTER REHABILITATED

110 CHILDREN BENEFICIARIES

1 NATIONAL CENTER FOR THE DISABLED

7 000 M² SQUARE METER AREA

200 BENEFICIARIES

1 RECEPTION CENTER FOR CHILDREN IN DIFFICULT SITUATIONS

1 075 M² SQUARE METER AREA

80 BENEFICIARIES



AGAINST THE SPREAD OF CORONA VIRUS

OPENING UP TO THE WORLD THROUGH READING!

The Phosboucraa Foundation has continued for the 5th year in a row its support to the public reading spaces of the city of Laayoune, alongside the Regional Council of the region of Laayoune Sakia El Hamra, the Agency for the Development of the Southern Provinces, and the Regional Academy of Education and Training of Laayoune. The reading spaces of Laayoune, which are 6 in total, are designed to offer the inhabitants of the city, and especially youth people, a space for learning and discovery that contributes to the opening up to other people.

Under normal conditions, the reading spaces receive over 50,000 visitors annually. In 2020, this attendance rate dropped due to the health crisis. However, the teams of the centers have mobilized to organize distance learning and exam preparation sessions for the benefit of their 800 young members.

6

READING SPACES FUNDED

800

YOUNG BENEFICIARIES

To combat the spread of COVID-19 and mitigate its socio-economic repercussions on local populations, the Phosboucraa Foundation naturally joined in April 2020 the efforts deployed locally to manage the health crisis in the region.

As the priority is to strengthen the public medical offer, the Phosboucraa Foundation, in partnership with the Wilaya of the Laayoune-Sakia El Hamra region and the Provincial Association of Social, Cultural and Sports Works (APES), has contributed to the purchase of medicines and medical equipment, as well as support for people in vulnerable situations.

TOGETHER AGAINST CORONA:

is the title of the awareness campaign developed by the Phosboucraa Foundation to support the community.

AWARENESS-RAISING VIDEOS

5

Find all the video content on our YouTube channel

FONDATION PHOSBOUCRAA





TO OUR PARTNERS



THANK YOU VERY MUCH!

“

In times of crisis, more
than ever, there is
strength in unity.

”

On behalf of all our beneficiaries,
whose lives you have changed, we
would like to thank you.

Empowering Communities




**PHOSBOUCRAA
FOUNDATION**

N°37, Rue El Jadida,
Avenue de la Mecque Laâyoune – Maroc

Phosboucraafoundation.org 

Fondation Phosboucraa 

@ Phos_Foundation 

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