

# **EMPOWERING MOROCCAN YOUTH**

September 2015 – July 2017





- **5** 05 28 82 63 33
- fb.com/connectinstitute.agadir
- connectinstitute.ma
- Quartier ILLIGH 2, C33, Agadir







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### Calendar - Highlights

- ♦ *September 14, 2015* Interviews with the EMY candidates,
- ♦ *October 02 & 03, 2015* Enrollment of 60 youths selected for EMY,
- ♦ *October 17, 2015* Integration session into the EMY program,
- ♦ October 21, 2015 Opening Ceremony at Hotel Palais des Roses, Agadir,
- ♦ *October 23, 2015* Visit and exchange with IHP students,
- ♦ **December 05, 2015** HIKAYAT 2 (Storytelling Competition),
- ♦ January 27, 2016 Visit of the U.S Ambassador in Morocco, Dwight L. Bush, SR,
- ♦ January 29, 2016 Visit of Journa Cobein (IFC Director) & Marie Françoise Marie- Nelly (World Bank Director),
- ♦ April 28, 2016 Visit of Michael Zammit Cutajar (former UN Executive Secretary),
- ♦ May 27, 2016 Visit of Farida Benlyazid (Moroccan producer, screenwriter and director),
- ♦ **September 19, 2016 –** 2<sup>nd</sup> visit of the U.S. Ambassador, Mr. Dwight L. Bush, SR,
- ♦ *November 05, 2016* Open Doors,
- ♦ *November 07, 2016 –* Starts EMY extension,
- ♦ November 22, 2016 Release the 12<sup>th</sup> edition of ciMAG (Connect Institute's monthly magazine),
- ♦ **December 08, 2016** Host Austrian Embassy's photo exhibition "Photographers amateur du monde: Regards sur l'autre",
- ♦ **December 15, 2016** Theatre Workshop with Sarah Rose Graber,
- ♦ **December 19, 2016 -** Master Class with Driss El Maloumi,
- ♦ *January 11, 2017* Open House,
- ♦ *February 2017* Taha Balafrej leads one-on-one coaching sessions with the EMY participants,
- ♦ *February 18, 2017* ciPLAY (Connect Institute's theatre group) performs "Hmoum Nsa f Napoli" & "Sbah Qhwi" during AGORA 6,
- ♦ *February 18, 2017* Artwork Exhibition "*Renaissance d'un mythe partagé*" by Khalid Assallami,
- ♦ *March 09, 2017* ciAIR (Hiking Tours),
- ♦ *March 18, 2017* TARAB 8 (Music Competition),
- ♦ *April 28, 2017* Concert Malika Zarra,
- ♦ May 13, 2017 Techday 2,
- ♦ May 27, 2017 Receive 8 students and 2 teachers from Seattle University for a four-days exchange,
- ♦ *May 28, 2017* Concert Touria Hadraoui,
- ♦ June 19, 2017 Theatre Evening,
- ♦ *July 15, 2017* AGORA 7 (the closing ceremony of EMY).



### Acknowledgments

The Empowering Moroccan Youth program and its great results wouldn't have been possible without the generosity of MEPI and the support and guidance we received throughout the program from the U.S. Embassy.

We would also like to thank the Ambassador of the U.S. in Morocco, Mr. Dwight L. Bush, SR, for honoring our institute with two visits and always showing his support towards our work.

Mr. Manu Bhalla, Mr. Dyane Hakim, and Mr. Adam Thibault for their continuous help and a great collaboration. We are hoping to have the chance in working together again in the future. Connect Institute's team put much effort into the organization and the smooth implementation of this program.

We record our sincere thanks to all the artists, musicians, professionals and experts of many domains who, directly or indirectly, have lent their helping hand in this venture and showed constant encouragement.

Finally, thank to all our youth for their efforts and participation. Their ideas, feedback, creativity, and talents made this program a success.



# July - September 2015

### Work plan progress

During this first month dedicated to the establishment of the program's foundations, Connect Institute organized several meetings and activities with the potential 60 participants in order to introduce them to the operating rules and to raise their awareness about the effort they have to make to achieve the program goals.

To select EMY participants, Focus Group Sessions were organized in order to know the youth in depth, their needs, understand their worries and issues in their education and future endeavors. Google Form and Connect Institute's website were used as application platforms. Facebook, Mailchimp and word of mouth were used to spread the word about the program. From the 2nd to the 9th of September, more than 950 applications were received and evaluated taking into consideration gender, area, motivation, age and social status.

The interview process started on the 11th and continued until the 19th of September at Connect Institute. It was a challenging process and a learning experience which helped us to further detect the type of problems the youth suffer from. For each interview, four candidates were met at a time for 20 minutes to ask questions. For instance, asking the question about hobbies or extracurricular activities made us discover various talents such as singing, graphic design, theater and entrepreneurship. The interviews revealed also serious issues such as the lack of curiosity and the need of soft skills improvement.

Three pre-selection workshops were held on the 18th and 19th of September with 67 selected participants in order to delve deeper in the conversation with them, understand their expectations and measure their level of engagement in pursuing the program. Using a presentation with specific exercises and questions helped to better know the participants and to better explain the modules and the objectives of the EMY program. On the 30th of September, the list of the EMY participants was finalized and official enrolments were scheduled on the 2nd and 3rd of October.

Throughout the month of September, dedicated to the program preparation prior to the official launching on October 21st, we invited several youths at Connect Institute for Focus Group Sessions, the pre-selection workshops and other meetings in addition to Connect Institute's regular activities. The aim was to get to know the youth in depth, their needs, understand their worries and issues in their education and future endeavors. While inviting the students, we took into consideration gender, studies, age and social status.

According to the participants, the current educational system is not offering the students soft skills, personality growth, practical and useful knowledge. The degree holders find themselves after graduating in front of a competitive labor market, which most of the time is not compatible with the graduates' acquired skills, reducing their chances of employability.



They also expressed a need of a space where they can exteriorize their feelings and discuss their opinions without any prejudice and taboos; a deep understanding of the society they live in; learn from successful people; acquire new skills to better function in a community. Most of the participants revealed their weakness in accomplishing simple tasks like communicating an idea clearly.

The participants also understood that they have their share of responsibility. Issues like not coming on time, being passive, not taking initiatives, wasting time on social media without any objective, lead to a discouraged youth with less chance of employability. As a consequence, the youth end up being unmotivated citizens. During workshops, the majority noticed that they want to discover their strengths and the willingness to learn how to succeed in society.

Having stated such testimonies, we observed that the participants are opening up to us, trusting us more and believe that the program will help them in their desired ambitions. Such positive indicators will pave the road towards achieving the main goals of the program.

During this period and throughout the activities, we have observed some positive changes in the behavior of the participants. At first, we would send an email; call them and text them in order to get a positive response. Little by little, we noticed that the number of responses to the emails is slightly increasing and the use of the phone decreased and even when we the participants find Connect Institute miss call, the majority call back which was not the case at the very beginning.

During the September activities, even after confirming, some participants came late. With the candidate's contribution we invented a humorous exercise to deal with the late comers. When we begin a session and a late arrival shows up, one of the candidates volunteer to publicly inquire him or her on the reasons behind the action. Sometimes the volunteer candidate blames and draws the late arrival's attention to the negative outcomes of his or her behavior. When the reasons are convincing, the candidate is allowed to join the rest of the participants with the promise that such a conduct will not be repeated again. We were amazingly stunned by how positively the candidates accepted and appreciated this game. We have observed an improvement when it comes to punctuality because we reinforce it every time we interacted with the participants.

Another important point worth mentioning is that the majority of the participants didn't know each other before. They came from different backgrounds, from different areas and suburbs, they have different interests and talents but they are all gathered in one program. This diversity is enlarging the perception of diversity in the eyes of the participants.

### Visits, outreach, projected activities

The following are our projected activities for October, November and December, in consistency with the work plan, no changes are foreseen.

- Opening Ceremony on October 21st 2015
- On October the 28th the first module will begin: **NET** and **TALK**



#### - On December the 12th: AGORA 4

In addition to these planned activities, Connect Institute will invite the 60 participants to its activities such as **FEED, TARAB...** 

The participants will be asked to document their experience with EMY program by sending written and video stories every week. These contributions will be integrated to Connect Institute's weekly newsletter, blog and YouTube Channel, aiming to spread the acquired knowledge widely.

The talented participants will be invited to join Connect Institute ecosystem (ciBAND for music, ciPLAY for theater, ciCOM for outreach, ciWEB for web design and social media).

## Operating environment

So far, until the end of the month of September, nothing has been noticed that could impact negatively the implementation of the EMY program activities. On the opposite, at the logistic and the partners' engagements levels, we have very positive and motivating indications. The mindset of the trainers, the setting of the rooms as well as the equipment purchased, which are different from what they are familiar with, have a positive impact on the participants.



# October - December 2015

### Summary of activities

During these first three months (October, November, December), ATMA DEV - Connect Institute began the implementation of the EMY program after its official launching on October the 21st. The 60 selected participants, the team and the trainers gathered together in order to embark on the EMY journey. On the 28th of October, the first sessions of TALK and NET started. An evaluation was conducted and led to additional actions on the path towards reaching the objectives.

After the selection of the participants at the end of September, Connect Institute began a series of integration gatherings prior to the official Opening Ceremony. On the 28th of October, we began the first module NET (Initiation to the efficient use of Technology tools) & TALK (Conversation in English aiming at enhancing the critical thinking) which is planned to last 12 weeks. Beyond what was agreed on in the scope of work of the MEPI grant, we organized other activities with the participants and engaged them in various projects as side activities added to their initial curriculum. We conducted regular evaluation to the program content, the participant's progress and commitment. Participants were also given an opportunity to evaluate the program at its 6th week as well as staff. The outcomes, from these three months, are beyond expectations and gave us the opportunity to introduce pertinent changes and improvement to the program. We can conclude that at its first steps, this program is on its path to achieve the goals of improving job readiness and disseminating citizenship spirit.

# Work plan progress

During these first three months of the program, dedicated to paving the road to the achievement of the two objectives of the program which are citizenship and employability. ATMA DEV - Connect Institute organized several meetings prior to even launching the program, began the workshops of the first module and organized several side activities which led to various outcomes and successes. We organized an evaluation session with both the participants and the trainers in addition to the ongoing almost daily evaluation sessions to better implement the EMY program.

After the selection of the participants, ATMA DEV - Connect Institute organized the EMY Orientation Day on the 17th of October where we gathered all the participants to further explain the program, get to know them and divide them according to their availability since we asked them to send us their time-table right after the selection process. The 60 participants were divided into four groups of 15 each. Their sessions were scheduled on both Wednesday and Friday. On October 21st, we organized the EMY Opening Official Ceremony at hotel Palais Des Roses from 6:00 pm to 8:00 pm.



Every EMY participant had to bring one person with them to the ceremony, a family member or a friend. About 50 % of the participants brought their parents. It was a chance for the parents to understand the nature of the project and provide support to their children to attend the program. The setting of the room was innovative and designed as to value the participants and make them the center of attention. At the beginning of the ceremony, each participant gave a 20 second speech to express his or her feelings, expectations from the program. The staff and the trainers delivered presentations about the content of the modules and the program implementation spirit. The ceremony was an opportunity to spread the word about the program to other university students, professors, local media and NGO representatives. One of the main newspapers L'Economiste published an article about the program and the MEPI.

#### 1st Module:

Until the 31st of December 2015, the EMY participants accomplished 10 sessions out of 12 of both NET and TALK. 100% of the participants attended to 68% of sessions 62% of the participants attended 80% of the sessions. The participants appreciate the training methodology, which differs completely from what they have experienced before and from their current studies. The fact that they feel secure to express their thoughts and feelings contributes to building a strong personality with the soft skills needed to enhance the overall objectives of the EMY program.

The **NET sessions** allow the participants to understand and discuss the impact of new technologies on human lives. They improved their knowledge, communication skills, writing skills and a sense of taking initiatives. During The NET sessions, they have a chance, to ask questions, improve their creative skills, and comment on each other's ideas. The subjects tackled have to do with creativity, passion, happiness, positive change, and leadership. These sessions revealed a need to conduct more follow up session during the 3rd Module, JUMP (series of seminars for the conception and planning of projects), in which every group of participants expressed a need to enhance the spirit of Start ups. Some participants showed real interest to learn and practice Web Programming, pitching project ideas and succeed their public speaking presentation. Various ideas were born during the session. For example, creating a special blog for the EMY participants which is planned to be launched in February 2016, adapting Trello for managing their To-do-lists, deploying Gamefication techniques in order to enlarge the number of the participations and increase the engagement rate as well as creating a cultural newsletter (video, music, article, upcoming workshops) which will be regularly distributed among the EMY participants.

While NET is about new technologies, **TALK sessions** taught by an American English professor are not English classes. They are, however, sessions whereby the participants get to discuss social issues, taboos in order to enhance their soft skills and critical thinking, especially open mindedness. The sessions respected the initial syllabus and tackled topics such as violence and religion, rumors, stereotypes, sexuality and the participant's relationship with social network. They learn debating skills, expressing an opinion, learning politically correct expression in addition to being exposed to different mindsets and approaches of looking at the same issue from different perspectives.

In order to better implement the program and anticipate further improvements, the staff and the trainers held meetings to evaluate the implementation of the program and its



impact on the participants.

The participants filled an evaluation form in order to assess their satisfaction and the efficiency of the program (Annex#2: The Evaluation Form). This evaluation led us to conclude that some activities should be added to respond to the needs of the participants. For example, [p+100+20] is an exercise we invented, 'p' stands for the number of pages the participants read every week, '100' stands for 100 words that the participants have to write to comment about an article that we send them on a weekly basis (Annex 3 # The 11 articles sent so far). The '20' stands for the number of seconds of a video the participants record to reflect on an experience, to tell us a story, to comment on an event etc. [p+100+20] is optional but we keep encouraging them and positively stimulating their motivations towards the benefits this exercise would bring to them. For instance, we choose the best 100 words and we publish them in our weekly newsletter. This made the participants continue doing it as well as make the others do it so they can have the chance to publish on our **Newsletter**.

In addition to all of these, we felt the need of enhancing the participants debating skills. We started scheduling **DARDACHA** on every Monday, seven sessions of this activity were held so far. During these sessions, the participants get to bring their friends and meet new people, with whom they exchange ideas, reading materials, dreams, life stories and the challenges each one of them faces. It serves as a boost session for the commitment and the motivation of the participants as well as an activity where we evaluate the progress of each participant. 63% of the EMY participants attended at least one session.

### Program activities

During the interviews in September, we noticed that the majority of the participants expressed hobbies, talents in music, design, writing etc. We encouraged the participants to integrate what we call our **Ecosystem.** Prior to the Opening Ceremony, we already gathered youth in various rehearsal sessions. Upon their selection, the section ciBAND (11 EMY participants passionate about music), were able to perform during the EMY Official ceremony (link to the video). Currently, the ciBAND hold one meeting a week. They are working on a performance which they will present in AGORA 4 in partnership with ciPLAY. The section ciPLAY meet at least twice a week to organize theater workshops and work on a project. So far, ciPLAY created a play of 20 min which they will perform in AGORA 4 on the 16th of January 2016. Some of the participants were very shy and after they joined the ciPLAY, we discovered a strong personality and talent which only needs a space like Connect Institute to flourish. The section **ciMAG** gathers 10 participants from the EMY program, they already realized the first edition of ciMAG (Annex#4: the 1s edition of ciMAG). The section ciWEB and ciTUBE is a gathering of young passionate about journalism, film editing in order to make videos about the activities organized at Connect Institute (Annex#5: links to videos realized so far). The section ciCOM got together in order to disseminate Connect Institute's values and spirit. For example, our participants who study at ENSA, invited Mr. Taha Balafrej to deliver a presentation about youth and future. The members of these sections worked together from the announcement of the event, logistics and succeeded to gather more than 230 students. The audience, Ibn Zohr University students, appreciated the exchange, the ideas discussed and showed an interest in Connect Institute's programs (link to the video).



In general, 46 participants are enrolled in the different sections of our Ecosystem. The participants learn about themselves and from others. They learn to work in teams and commit themselves to regular meetings. The Ecosystem is a whole training in itself, many participants realized some hidden passions and talents about themselves (we have got many anecdotes in this regard).

In addition to the mentioned Ecosystem, the participants get to benefit from the regular activities ATMA DEV – Connect Institute organize on a regular basis. So far, the participants benefited from meeting renowned personalities belonging to diverse backgrounds. At FEED, for example, which takes place every three Thursdays of the month, a successful personality is invited to share her or his experience with the audience. The majority of EMY participants attended FEED sessions, asked questions, prepared in advance and did background research. All of these contribute to enhancing their soft skills, enlarging their knowledge, help them make connections with, and get inspired by, influential people in Morocco. So far the participants attended the following very important personalities FEEDs:

- Marouane Harmach, a serial entrepreneur and social media influential.
- Nabil Ayouch, international filmmaker and producer.
- Ismail Douiri, Harvard graduate, co-CEO of Attijari Wafa Bank.
- Ahlem B., consultant, writer, storyteller.
- Louis Karim Nebati, international actor living in the U.S.

HIKAYAT, a unique storytelling competition in Morocco, is another activity to which the EMY participants are invited to attend, organize and participate. HIKAYAT 2 took place on the 2nd of December 2015. 58% EMY attended, one of them won the competition out of three EMY participations. One of the ciCOM members created HIKAYAT poster (Annex#6: HIKAYAT 2 Poster). ciLAB, stands for Connect Institute LAB, it is one of the programs of Connect Institute which aims at finding innovative young entrepreneurs to assist them with training, mentoring and work space in order to realize their projects. Each month, we organize the ciLAB pitch, where participants come and pitch their projects in 2 minutes to an audience of entrepreneurs, professors and students. We encouraged the EMY participants to pitch their projects, we assisted interested ones with some support as far as pitching techniques are concerned. The ciLAB pitch took place on November the 26th 2015. Total number of attendance was about 100. 35% young EMY participants attended the event and 2 pitched their project ideas to the audience.

Connect Institute is publishing a Newsletter every week and includes in every edition contributions from the EMY participants (link to the website).

We also introduced session of film screenings to add the visual dimension to their learning experience. For instance, during these three months we held two screening sessions. On the 19th of November, we screened 'ElectroChaabi", a long feature documentary film which shows the Egyptian youth in their daily struggles for freedom through music, directed by Hind Meddeb. On the 30th of December, we screened 'Not anymore– A story of revolution', a short documentary about the Syrian situation, directed by Matthew VanDyke (link to the movie). Almost half of the EMY participants attended both



screenings, discussed, exchanges points of view and compared the movies to their living conditions.

AIR, are monthly field trips that Connect Institute organizes. On the 13th of December 2015, a trip to climb one of the hills surrounding Agadir (Anounfeg). The trip was a chance to explain to the participants, through hiking, that life is a journey just like a hike. There are challenges people face in life, but they should never stop anyone from getting to the target. The AIR trip was a chance for ciTUBE section members to take pictures and videos and make a film out of it once back at Connect Institute (link to AIR video). The participants discovered the place for the first time and for others it was their first time to hike with a group and enjoy it. One of the EMY participants, passionate about Yoga, prepared a session for breathing techniques which she delivered in the middle of the nature.

Connect Institute – ATMA DEV is building another section named **ciBRIDGES** which aims at creating opportunities for cross cultural exchanges. On the 23rd of October, Connect Institute hosted 25 American Students from the IHP (International Honorary Program) - Climate Change: The Politics of Food Water and Energy program. We invited 25 EMY participants to meet the IHP program students and engage in a cross cultural experience. It was the first time that some of the EMY participants interact with American Students. Both students exchanged emails, shared stories about their educational experiences and cultures. Connect Institute encourages and supports the EMY participants to apply for international programs. A dozens of participants benefited from our support for MEPI Young Leaders Program, the Swedish Young Leaders Visitors Programme to which one of our participants is preselected.

4 EMYs are benefiting from Connect Institute **edART** (Education through art) program which aims at enhancing the artistic talents. Since we found out a passion for art especially filmmaking and music, we enrolled the four EMYs who showed interest in the edART program. They will be benefiting from Master classes and workshops with international filmmakers. The participants will screen their films during the Digital Marrakech Festival with whom we are partnering.

In general, The MEPI grant participated at enlarging our target to over the planned 60 participants. For instance, we use the facility to reach out to other youth who are part of acquaintances of participants, through a diversity of activities we organize.

# Visits, outreach, projected activities

**Hakim Dyane** visited ATMA DEV – Connect Institute during the period 24th, 25th and 26th of November. The staff prepared a presentation about the first three weeks of the EMY program. Mr. Dyane met the trainers of Module 1 and interacted with the participants. He also attended parts of both TALK and NET sessions. Mr. Dyane also attended an outreach session that Connect Institute organizes with University students.



Mr. Dyane also attended a conference meeting with **Dr. Victor Reinking,** a professor, at Seattle University. Mr. Dyane was able to attend part of the ciLAB pitch (cited above) and interacted with some participants. The visit of Mr. Hakim was very helpful and informative.

**Kimberlee LeBlanc, Professional Associate Public Diplomacy**, visited Agadir on the 15th of December for the MEPI outreach session which we attended. On the 16th of December, Mrs. LeBlanc came to our office to visit our venue and hear about our project. The staff of Connect Institute explained the project and led a fruitful interaction as far as the project is concerned. Mrs. Kimberlee interacted with some participants (Annex#7 All the activities Pictures). We showed Mrs. Kimberlee some of the weekly videos the participants send. The visit of Mrs. Kimerblee was inspiring and encouraging.

**Mrs. Majda Bourich**, who works at the **Financial Management Center at the U.S Embassy**, visited Connect Institute on the 29th and the 30th of December 2015. During the first day, Connect Institute prepared a presentation to Mrs. Majda to explain Connect Institute as an entity, its vision and mission as well as its programs, with a focus on the EMY program achievements since its beginning. Mrs. Majda had a chance to meet with all the Connect Institute staff as well the trainers of Module 1. She also had a great deal of time to interact with the participants while attending the totality of both TALK and NET sessions. Mrs. Majda also attended the film screening, facilitated by a Brazilian filmmaker. Mrs. Majda discussed the financial aspect of the project with us and gave insights and her feedback.

Over all the visits from the Office Staff, or Embassy is always a boost and a support for the work we are doing. It is very helpful to have an outsider point of view.

The following are our projected activities for January, February and March, in consistency with the work plan, no changes are foreseen:

- Closing of Module 1 on January 26th 2016
- One on One Evaluation Workshop: from 18th to the 22nd of January 2016
- AGORA 4 on January 16th
- Beginning of Module 2 which start on the 10th of February 2016 (ACTING, LIFE and GROW)

In addition to these planned activities, Connect Institute invites the 60 participants to its activities such as FEED, TARAB, HIKAYAT, ciLAB pitch, Media Art Morocco project, DARDACHA etc.

# Operating environment

Overall, we are thrilled by the results already. We already foresee the positive impact of the project. The staff works in a very positive and stress free and safe environment. The majority of youth understood the meaning of the program. They constantly use the institute as space of free expression and for studies or to discuss their projects. Some of them help the staff in some daily tasks which strengths their sense of belonging.

The outcomes are as a result of our choice to use an approach based on proximity between



the staff and the participants which on the other hand leads to an overload of work. The running of the program confirms our initial diagnosis of youth in our society. We are addressing important issues such as the lack of curiosity, lack of critical thinking and lack of taking initiatives in addition to the social pressure that the youth undergo (parents' pressure, reconciling studies with the program, etc).

We are constantly drawing conclusions in order to be able to enlarge this program seeking other partnerships for a bigger number of participants, in more suitable venues, and with more staff with a more important and efficient impact.



# January – March 2016

### Summary of activities

During the last three months of the EMY program, we continued scheduling meetings for our participants so that they can keep track of their projects progress, constructively criticize each other, and support one another. Few days after, the 4th module LAB was launched. The participants had access to the Connect Institute locals during the holiday period, which made the flow of their work as teams easier.

In the midst of coming in the Institute, our participants helped also with the organization of the **5th** edition of **AGORA** in which they exhibited their artworks, and shared their experience in the program with the audience. On July, some of our participants invited Tech-enthusiasts, from within and outside the institute, to participate in a **NET** session. In fact, in other focus groups, the participants and their guests tackled a wide range of topics that concern the Moroccan youth, such as: education, politics, religious beliefs, culture...etc.

The Ambassador of the United States of America in Rabat, Mr. Dwight L. Bush, SR, honored Connect Institute with a second visit, in which he answered our participants' questions and demands (Link to the ambassador's visit). Mr. the ambassador was impressed by our participants 'capacity to express their thoughts freely, and promised to take their demands into consideration and pay our institute a third visit in the near future.

At the end of this quarter, an evaluation meeting was held with the participants, on September 23rd, to assess their project advancement. The participants who are working in groups expressed the difficulties they encountered in the last two months, which affected the progress of their work, such as; the difficulty of coordinating between the members of each group, the unavailability of some participants on the city because of travel or the lack of housing.

# Work plan progress

In order to bring closer the youth in the area of Agadir and share what they learned during the program, our participants thought of announcing summer open doors activities; such as discussions and focus groups. They coordinated with Mehdi Reghai, our communication officer and facilitator of NET workshops, to facilitate a workshop for people interested in IT, both our participants and their friends from outside the institute. A large number of people came to our facilities to learn about new-technologies, ecommerce, e-education, and the Internet of Things in an atmosphere of fun and interactive learning. The participants also showed a high sense of understanding of the other when



they organized special sessions to hear about their peers' aspirations and way of thinking. They had them fill in a survey that describes their states of mind, future plans, and the possibilities of achieving them. Our program participants and the other youth came to the following conclusion: "we will certainly achieve our life goals when we overcome the limitations we set for ourselves."

In terms of encouraging our youth on getting out of their comfort zones, we have assisted them in their process of applying for exchange programs. 4 participants were selected to go abroad and benefit from exchange programs. Rachid Alami and Zaina Dali, spent 6 weeks in the US fulfilling the MEPI exchange program. Aimane Idhajji, is another participant who got selected to attend a three weeks Swedish program called "Young Leaders Visitors". In addition to this, Nahla El Baqia had the chance to attend the US First Lady's seminar on girls education "Let Girls Learn" in Marrakesh. A roundtable discussion with the four alumni will be arranged to take place in the Institute so that they share what they learned with their friends in EMY. The admissions criteria to such prestigious exchange programs enabled our participants to compare the learning methods in those developed countries, with those we adopt at our institute. They assumed that the values they acquired during their time in the program and institute are human values that are valid in all the parts of the world.

The [P+100+20] is an exercise that our participants are recommended to do. Firstly, participants are asked to mention how many pages they have read during the week, and from which book. On the first hand, it encourages them to read more and make of reading a regular habit. On the other hand, it helps the staff to track the participant's progress and make sure they don't neglect reading as it is the most important aspect of development and improvement on all levels. Every week, EMY participants receive an email with an article to read, and summarize in 100 words. The purpose behind this exercise is to enhance the participant's reading and writing skills, along with the capacity of identifying and reformulating key ideas. After 34 articles sent about various topics, all the participants have noticed a significant improvement in their writing and summarizing skills. Besides the number of pages read and 100 words paragraph, our participants are asked to record a 20 seconds video, in which they express an idea, an opinion, or talk about an event that marked their week. Sending videos regularly helps the participants to become comfortable about speaking in front of a camera and expressing themselves freely. In these three months, despite being on holidays, our participants received and reflected on two articles included in the exercise. At the end of September, 35 exercises have been proposed to our participants.

The best participants' exercises are published on our newsletter that is sent by email every Tuesday at 12:30 to hundreds of persons. This weekly newsletter which serves as a medium to announce upcoming events, share reports and videos about the activities happening throughout the week, and recommended articles on diversified topics. In fact, 20 participants of EMY program contribute to the content of the newsletter by writing reviews about different articles or by sharing a video. At the end of September, 120 editions have been released of the newsletter that is a foremost source of information providing readers with high quality content and updates, also, it sheds light on diverse social issues through its popular corner 'FLASH'.



In the summer holidays, Mr. Taha Balafrej, the founder and executive director of Connect Institute, kept in touch with the program participants through an internal Facebook group. The objective is to encourage the participants to read during the holidays, even while they're away from the Connect Institute's stimulating environment. 16 articles (annex 1) were recommended for reading, online debating, and discussion. Despite being on holiday, the Facebook group represented a stimulating online space for our participants to communicate with each other and preserve the continuity of their learning process.

During the **JUMP** meetings, Connect Institute watched over the program recalling the main objective of the program, which is to create a community of young people and positive change leaders. It is in this way that emanated 16 project (annex 2) ideas that aim to disseminate the values and the skills learned during the program, with other people. The following are some projects that have already emerged:

### Hashtag #Parolesdejeunes

It's an initiative that aspires to encourage more young people to speak up about the mediocrity in our society through a common hashtag, and spread the consciousness on the importance of speaking about what they face in their daily lives. This new "formula" adapted by our participants is a result of the training they had on forming an opinion and expressing it both orally and in writing. They use it, and encourage their friends to do the same, on social media whenever they post something about social situations, oppressions, or discrimination. So far, 15 Facebook posts used the hashtag.

#### Facebook page: N9ra w N3ish

Today's Moroccan youth are usually too lazy, or sometimes enable to read, write or form an opinion. This is all due to a failing educational system. "N9ra W N3ich" is a Facebook page that aspires to help students make up for the gaps in their education through selecting Self-study materials that are available on YouTube channels or even subscribe for online courses. Moroccan students also lack good orientation and awareness of the requirement of today's job market. The page that our participants made and, which they are running, offers its audience a variety of articles, TED Talks, and movies explaining what future jobs may look like and how to prepare themselves in order to take them. N9ra w N3ich has already published 50 posts, and reached 2812 fan, after getting 360 additional Facebook fans in the last three months.

#### **Alumni Association**

The association "Motamakin" (Empowered) is an initiative of our participants to create a reunion of the EMYsts who had participated in connect institute's activities during the last 14 months. This association aims to keep the contact between the institute and its program alumni. It is an opportunity that our youth seize to share what they learned in our institute in the program's duration. They see it as an embodiment of empowerment that is going to be led through various cultural, technological, environmental, and artistic performances.



#### ciDESK and promoting for ESA

During the holidays our institute kept its doors open for the participants to come and make progress in their projects. Some of them volunteered to help with the launching of our alternative school l'ESA. They helped organizing focus groups featuring potential future adherents, promoting for the school by making videos and fliers, and they even made the school's website. The ecosystem was created to bring together the participants in several groups with common interests, to exchange, discover, and work on projects as teams. Amongst the groups that were created, we find ciDESK in which 3 participants out of 12 were selected and assigned different tasks in the organization of events, assistance of the work, and the ability of becoming paid employees. Our participants proved to be able to work coherently in a team, respect deadlines, and accept constructive criticism.

#### **ciBADGES**

Digital badges are a new concept adopted by many US universities in order to highlight and reward the outdoor learning that is done in informal environments. Our participants liked the concept and proceeded with the creation of their own badges platform. When a certain amount of activities is achieved, the participant will be given a badge that mentions the activities done, alongside with a link towards detailed products such as documents, videos, or designs that prove that a participant X did the activity S. The program participants would be able to share their badges on a platform that they themselves developed.

#### ciMAG

ciMAG is an online monthly magazine, where the program participants write in three languages –Arabic, French and English- about the activities they benefit from at the institute, as well as their feedback on them. They also reflect on opinion articles tackling topics that interest Moroccan youth. In the beginning the ciMAG members work on the materials. They write the articles, collect the contributions of their fellows in the program and institute, and then they edit the written articles before handing them to the designer, who is also a program participant, to take care of the visual layout of the magazine. Working in groups, and focusing on the quality of the product enabled the ciMAG team to publish, so far, 10 editions, 3 of them in this quarter (annexes 4, 5, 6), that are available on Connect Institute blog.

Participants held a meeting on September, 23rd, to review the advancements on their projects, and to discuss the next stages. Everyone confirmed their belonging to a group of work, and stated their progress with the projects they're working on, shared with the facilitator their thoughts, the obstacles they're facing, the improvement they're making, and the actions to take and shape their projects.

# Program activities

In the reporting period related to this project objective, a list of activities occurred in which the participants started new concepts like "DARDACHA on video" and #Parolesdejeunes, organized focus groups and discussions with youths of the region,



kept writing and reflecting on articles and content shared on their internal Facebook group, as well as working on their projects and attending activities such as FEED and DARDACHA. These activities kept fostering the skills, citizenship, and employability of the program participants. They are helping the participants in their daily lives, as well as their communities by leading a positive change on them.

**AGORA** is a big public event organized by Connect Institute twice a year. We invite leading figures in education, entrepreneurship, cinema, journalism, human rights, politics, activism and culture to share their experiences with the public. The 5th edition, held July, 16th, was a very special one for Mr. Manu Bhalla was amongst its audience that were around 200 people in a duration of 3 hours, plus Mr. Ahmed Herzenni, former president of the national council of human rights, who shared his life experiences with our guests. During the event, some of the EMY participants were given the floor to share their experience during the program, the difficulties they face in the outer society, and the impact that our institute alongside with the program has on them. In fact, Manu Bhalla also witnessed the accomplishments of the institute's participants in different fields (technology, writing, music, theatre, public speaking).

**AGORA 5** (Link to AGORA 5 video on our Youtube channel) took place immediately after the closing ceremony of the program edART funded by the European Union. The cooperation between participants and content diversity of both programs were noticeable and impressive.

- 31 EMY participant have attended AGORA 5. They helped organize the event, presented musical and theatre performances, and took part of the exhibition and video-projection:
- 10 participants at the organization team
- 5 contributors at the exhibition
- 2 contributors at the video projection
- 4 participants as ciBAND members (Music)
- 9 participants as ciPlay Members (Theater)

"DARDACHA" is a weekly activity that Connect Institutes organizes. It is a group discussion in which youth are brought together to discuss an article, or quote, that deals with a specific issue. We, the stuff of the institute, go for interesting articles that tackle different topics, such as education, art, technology, economics, environment, politics, and culture... etc. For a broader view, EMY participants invite their friends who do not get the chance to talk about such taboo subjects in their outer community. So as to sharpen our participants debating and public speaking skills, we suggest that a group of three of them read, summarize, and give their point of view regarding the given material. Another purpose of this activity is to provide a chance for our participants to share what they learned during the program with their peers. For the success and appreciation this activity has gotten from its audience, we decided to turn it into a series of virtual talks that would encourage other people to speak up their thoughts. DARDACHA on video is a series of weekly videos in which our participants bring up and discuss a specific topic (Link to a teaser video on our Youtube channel). We have already recorded 3 sessions to be posted on a Youtube channel, without any slight editing. The topics are being chosen and discussed both spontaneously and freely. The videos will be posted on Saturday



afternoons so that a large number of people would watch, react to their content, and get inspired by the values that the debating participants acquired.

Our participants were given a total freedom of choosing the topics they wanted to discuss. We were really surprised with the themes they agreed on: time management, the importance of reading on open-mindedness, job market in Morocco...etc. The impressive debate quality was one the positive remarks we made while sitting back and watching out youth discuss. The program participants showed that they acquired a range of skills that allowed them to build and express their opinions, in front of a camera, respecting the timing they were given, and listening and respecting the views of one another.

In the process of finding new partners, promoting for the EMY program, and opening up to bigger opportunities, Mr. Taha balafrej payed a visit to the European Union headquarter in Rabat. On Tuesday, September 6th, Mr Taha Balafrej and the cultural consultants from the European countries embassies' held a meeting lead by Mr. Philip Holzapfel. The meeting was a chance to talk about the EMY program funded by MEPI and introduce the vision and objectives of our institute. The cultural consultants were interested in knowing more about the innovative activities our participants benefit from, as well as the results and the impact on youth of the region.

For its **65th** edition of **FEED**, connect Institute welcomed mother and daughter chefs Kirsten and Mandy Dixon who came from Alaska to share their life experiences with our participants and talk about sustainable practices. Through sharing their life stories and answering our participants' questions, the two chefs demonstrated that real success comes with hard work, following its own passion and having strong values. (Link to FEED 65 video)

On September 10th, we signed an agreement with Seattle University; USA. Now, American students can come, exchange ideas and opinions with our participants, and even intern in our organization. Soon we will be receiving those foreign students who applied and got accepted for a three-month internship. The aim is to create friendship bonds between American students and our programs participants to achieve cross-cultural networking.

# Visits, outreach, projected activities

During this period, we organized activities in which many figures visited the Connect Institute and met its participants, as well as getting visits by Dar America, MEPI, US Embassy.

**Mr Bhalla, Rabat Regional Officer - MEPI**, was present in the fifth edition of AGORA. It was an occasion to visit the new facilities and enjoy the performances of our different programs participants, witness the variety in their products, and notice their learning progress.

During his meeting with J.J.Harder, on July the 14th, Taha Balafrej, the founder of Connect Institute, initiated a discussion on the institute's willingness to host Ms. Sarah Rose Graber in order to facilitate some theatre workshops in our locals and suggested a grant



partnership to cover Sarah's travel and accommodation expenses. Besides, he proposed to bring mother and daughter chefs to share their life experience with our youth, before attending the US Morocco food week showcase, here in Agadir. This proves that our constant meetings with different partners open new possibilities for the cause of our organization which deserves to be supported.

On the 9th September, Connect Institute received two guests: the director of Dar America, and the US. Embassy educational affairs section representative. Both Andrew Halus and Dominique Benbrahim embarked in an open and spontaneous discussion with our program participants. During the discussion, different topics were brought up, such as studies, the failures of our educational system, vocational choices, exchange programs... etc. The participants expressed their appreciation of the EMY program, and how their lives would not have been the same if they knew our institute, or took part in the Empowering Moroccan Youth program long time ago.

The Ambassador of the United States of America in Rabat, Mr Dwight L. Bush, SR, payed Connect Institute a second visit to interact with the students and answer their questions. During the one-hour meeting, our program participants talked about what they acquired in the Institute and during the EMY program, expressed their aspirations, and asked Mr. Ambassador for the possibilities of providing them with the tools which will help them in the smooth flow of their learning process. Mr. Ambassador was impressed by our participants' capacity to express their thoughts freely, and promised to take their demands into consideration and pay our institute a third visit in the near future.

He said, in his last visit to Connect Institute: "This is like coming home, to me. Connect Institute is one of the places that impress me the most. Every time I come, I see a group of excited young people, who are developing, not just their language skills, but also their social skills. The US government supported this organization for years now, and our expectation is that we will continue to support. The reason we like to support it, is because we like to invest in success."

The Ambassador talked to our participants about the two main criteria according to which he used to recruit people: their writing and reading skills, and if them practicing a sport. He believes that a person's grades are not enough, it's very important to know how to combine words and make good structured sentences. Also, he thinks that a fit and healthy person is the more likely to smoothly work within a team and therefore be more productive.

Our participants, on the other hand, did ask a lot of questions, such as: the possibility of performing their songs and plays in other cities, or at the embassy; making Connect Institute an affiliated cultural center to link between Rabat and the south, receiving experts in different domains such as creative writing, music and video making.

The next quarter will be devoted to the fulfillment of the projects that our participants are working on during the third and fourth module (JUMP & LAB). A meeting will be held on 15 October with the participants to present their final projects. We also need to select the 15 participants who will continue in the last phase of the program. Therefore, we sent an applications form to the participants so that they fill in it with what motivates them to



continue in the program. A call for candidates will be available on our Facebook page to select 30 participants who will benefit from EMY program.

Regarding workshops, we will host Sarah Rose Graber to facilitate a series of theater workshops during one week in three different cities (Agadir, Taroudant, Tiznit) to develop communication skills among youth. A selection of other facilitators is under preparation for the re-entry program.

### Operating environment

This quarter coincided with 4 main hot seasons which are: exams, holidays, two religious feasts, and then the start of the academic year, which is something unusual. Although a quite large number of our participants went away in several occasions, the institute was open to receive those who were available on the city. They kept coming to work on their projects, discuss their activities, their future plans, and they decided to create an alumni association for which they arranged a number of meetings.

We put so much effort into expanding our network through social media, especially on Facebook, and Youtube. 90 Youtube videos were uploaded. However, it is always noticed that traditional media is not ready yet to advertize and talk about what Connect Institute is doing and what its programs participants are achieving.

Throughout the program, we encountered different situations in which the participants confessed their financial difficulties that prevent them from coming regularly to the institute. Also, they often tell us about their daily issues, and how they fear, defeatism, victimization and lack of responsibility, that they face elsewhere, which shakes their moral balance and exposes them to negativity. Besides, commitment, involvement, accuracy, reliability and excellence are very rare to find in the Moroccan society.

Based on this situation, since the elaboration of the program EMY, Connect Institute has been acting and working to empower its participants, raise their awareness, assist them in sharpening essential soft skills, and provide them with the tools to become better, productive and responsible citizens. Citizens that adopt a set of community engagement values.

We believe that citizenship is the key for employability, and that it is the sanest and most accurate way to help the youth build a career, and make the best out of their lives. Therefore, we are glad that four of our participants, who believe in the above values, got their first jobs in different domains. Others, who are still students, have started doing freelance jobs to familiarize with the job market.



# April – June 2016

### Summary of activities

During the months of April, May and June 2016, ATMA DEV- Connect Institute continues the implementation of the EMY program. The participants pursue their immersion at Connect Institute and follow the EMY curriculum as planned. The 2nd module containing the three courses ACTING, LIFE and GROW ended. On the 5th of May, we began the 3rd module JUMP which focuses on introducing the participants to the steps of building a project. We finished the one-on-one evaluations in the first week of April. Towards the end of the 2nd module, we had a group evaluation to prepare the participants to the coming steps in their program. We reminded the participants of their achievements and gave them a chance to do the auto-evaluation themselves. The participants are now getting into the phase of learning how to make ideas come true. And, in addition to the modules of the EMY program, our participants are benefiting from our sustainable, enriching and regular activities. During this period, Connect Institute received visits from prominent figures such as *Mr. Michael Zummit Cutajar* and *Mrs. Monique Quesada*. Another highlight during this month is the participation of one of our EMY students in the Roudtable "Let Girls Learn". Nahla met the first lady Michelle Obama.

On the 5th of May, the **JUMP** module began which consists of a series of seminars with professionals in the field of project conceptualization and management. The JUMP module lasts for 10 weeks. This phase is crucial in the program, the participants get to learn how to be independent, work as team and become pro-active. Prior to closing the 2<sup>nd</sup> module, we organized a collective evaluation session where we presented significant achievements realized so far thanks to the participant's determination, commitment and hard work. It was a chance for the participants to share their best moments, stories and inspirational experiences as well as their criticism. In addition to the taught modules according to the MEPI grant scope of work, Connect Institute organizes more activities and courses to enable the participants sharpen their communication, soft and professional skills. We are satisfied with the results that the participants reached out; each one with his or her own pace. Some were able to attend all the sessions and they never missed one. Some were able to innovate and create a project before the JUMP and LAB modules begin and whom we are very proud of. Others, which is a minority, are struggling with the pace and were not able to attend all the sessions and do major achievements. On our part, we congratulated all, we encouraged and supported all. We are positive that through the projects the participants are working on, they are paving a successful road.

# Work plan progress

The third quarter of the EMY program continues fostering the soft skills, citizenship and the employability of the program participants. In every activity, every meeting and every



course, the participants get to learn about themselves, better understood their society and the world they live in. In the second quarter, we began the one-on-one evaluation which we continued and finished during the first week of April 2016. As mentioned in the previous reports, some of the EMY participants are also benefiting from the workshops of our artistic program edART, a training program focused on enhancing the artistic competencies of emerging youth in both music and visual arts; edART is financed by the European Union. We continue the implementation of the EMY program with rigor along with our participants. During this quarter, we witnessed more success stories and achievements. These accomplishments are absolutely enriching the participants' portfolios, the history of the MEPI program and Connect Institute. They are also considered as an action towards making a positive difference in the lives of the individuals, their communities, the region, the country and the world at large.

During the **2nd module**, the participants had an evaluation one-on-one session where the staff asked two main questions: 1- what did you learn in this whole period providing concrete examples? 2- What is your project? The participants chose the timing that fit them and signed up for the evaluation sheet. He or she already knew the questions and prepared for the evaluation ahead of time. In the presence of the institute staff and a camera, the participant is encouraged to share his or her thoughts. Those evaluations are one of the best moments during the program as we reconnect with the participants individually, understand their worries, hear their stories, welcome their feedback and listen to their future dreams and ambitions. 100% of the participants evolved and has proven self-confidence, a structured mind as well as an ambition for a better life. We got the chance, during the evaluation to congratulate the participants individually on their successes and give recommendations and advice for further improvement.

The evaluation was also a tool for us to understand and adjust our approach. The second question aimed to remind the participant of the goal of the program and the coming modules. Some participants already had ideas of projects and started them in our Ecosystem such as **ciMAG** (Connect Institute monthly magazines produced by the EMY participants). Others were still confused, lost and did not feel the confidence to go through the adventure of coming with a project. All of these data help us keep an eye on the ones who need more assurance and support to help them successfully go through the remaining modules. During the evaluation, we measured the impact of the program on the participant's employability and citizenship. 100% of the participants interviewed keep stressing the fact that they read and wrote more than before, they are happy with their achievements and excel in education as observed by their entourage. The participants expressed that they excelled in public speaking experiences at their schools. They are now more thoughtful about their communities and their sense of citizenship is evoked.

After the end of the 2nd module, the participants were invited to a collective evaluation session which mainly served as a celebration for their achievements and a chance for every single participant to speak up their minds and share the most significant experiences during the period they spent in the program. We also organized an informal discussion to introduce the participants to what is a project and help them transition into the 3rd module JUMP.



For the JUMP module, we invited various personalities for a one-day seminar in order to closely work with the participants on the development of their projects. The first JUMP guest is Mrs. Nawal Slaoui who worked closely with artistic projects. Mrs. Nawal Slaoui studied at the Boston University and returned back to Morocco at the age of 25 to promote art in the country. She is an entrepreneur figure in the field of arts. Her one-day seminar focused on the jobs available for the visual arts industry that the participants might occupy. She spoke about the process of making an artistic project and provided examples of Moroccan artists who succeeded their lives and described the process whereby they went through to achieve their projects. Mrs. Nawal stressed the fact that the participants should closely study the concept of their projects before going into the creation phase. Towards the end of the JUMP#1 the participants showed some of their works to Slaoui; she gave them advice on how to improve. The day ended with a Q & A session.

The second JUMP session was facilitated by Mr. Najib El Mokhtari (Link). Najib is a young Moroccan engineer who occupied high qualified positions both in Morocco and beyond. His devotion to fight stereotypes, ignorance motivated him to resign from his job and dedicate his time to broadcasting on YouTube by creating scientific friendly videos. His seminar focused, first, on his journey as an entrepreneur and consultant. The session was followed by a Q & A session. Then, the participants were divided into groups; they have chosen themselves ahead of time, in order to discuss their ideas with Mr. Najib El Mokhtari. The participants were given 15 to 20 min to settle and organize their thoughts and get prepared to pitch their projects to Mr. El Mokhtari. The numbers of projects discussed were 14 ranging from a documentary film, a magazine, a school, a company to a photography exhibition and a communication agency. Some even were inspired by his work and decided to turn their one documentary film into a various series.

The third JUMP was facilitated by *Ali Faiq*, a local artist who founded 4 artistic groups renowned internationally. His session focused on artistic projects, management and selfpromotion of one's project. Ali Faiq tackled the fundraising for the projects and NGOs. The fourth JUMP's guest was *Mrs. Farida Benlyazid*, an international and powerful figure in the cinema of Morocco. Farida is among the first women filmmakers in Morocco and in the MENA region. Mrs. Farida spent a whole day with the participants to teach them techniques of Script writing which also applies to theater, cinema, novels & some type of journalism. She spoke about the importance of reading, enhancing one's writing skills by broadening one's perspective through getting to know the richness the humanity brought to existence. Farida required the participants to come up with a synopsis of a film, a story, a novel, a play. The writing as she mentioned required a lot of reading but also a lot of selfdiscipline just like any other project. She said "none is going to ask you to write, you should do it yourself." This applies to any project, no matter what the nature is, one has to be independent and pro-active to get his or her project done is the point Farida was trying to make. Then, Farida received each participant individually in order to discuss his or her ideas. The participants benefited from one-on-one coaching. Farida taught the participants who are willing to create online magazines, blogs, produce movies etc the techniques of writing. The participants this time had to develop their story synopsis into scenes with more details. They had to present the first draft of the work. The session ended with Q & A between Farida & the participants.



The fifth JUMP was facilitated by *Mr. Fouad Abdelmoumni*, an expert in project management. All the participants, despite the nature of their projects, prepared a three Power Point slide and pitched their projects to Fouad who had a perfect outsider perspectives and asked pertinent questions which the participants need to work on in order to make their projects a success. The participants dedicate under the supervision of the staff weekly working sessions of at least 4 hours.

The sixth JUMP was facilitated by *Mr. Hicham Benohoud*, a Moroccan accomplished artist and photographer. Hicham spoke about his journey on how he got into arts; he began as a primary school teacher and ended up to become one of the top figures of contemporary arts in Morocco. Hicham presented all the projects he accomplished in the past 15 years and the process he went through realizing every project. The workshop ended with the participants showing their photography works to Benohoud and receiving feedback as well as advice (Link to Hicham Benohoud's testimony about Connect Institute).

In addition to the JUMP sessions organized as agreed, according to the scope of work with the MEPI grant, Connect Institute creates opportunities for the youth to further learn and flourish. For example, Connect Institute organizes HIKAYAT, a monthly storytelling competition. The HIKAYAT#5 (Link: HIKAYAT video: IHP & Connect Institute's participants) was a cross-cultural exchange par excellence. On the 7th of April, we hosted a group of American students taking part of the IHP (International Honorary Program) for Climate Change. Some of the American students along with the Moroccan students enrolled and told their stories in front of an audience that exceeds a hundred. The jury was also composed of two; an American English teacher and a Moroccan theater teacher. Two winners; two women; one American and one Moroccan. This HIKAYAT edition will always remain special experience in the eyes of our participants. It is another lesson drawn that diversity is what makes richness and happiness.

9 of our students are still in touch with the visiting students.

**DARDACHA** is another weekly debate session that some of the participants attend regularly. The staff of Connect Institute shares an article and one of the participants volunteers to do the presentation. The ritual is that we start the session every Monday exactly at 18:30 and continue until 20:00 or 20:30 depending on the subjects. But, generally we have never had a case where a participant promise to make a presentation and does not do it. This indicates responsibility and commitment. We have never had people, during the session, mocking their colleagues or leaving the session in the middle without having a real excuse. DARDACHA is an encounter between ideas, cultures and knowledge. It adds more knowledge about a certain topic. It is more words and pages read. It is a commitment. It is a respect of the other's opinions. It is a self expression without borders, judgment in a safe environment where intimate narratives get to be shared and spoken about. The topics covered so far are alternative education, sexuality, gender roles, the hookup culture, feminism, religion, U.S economics and politics, love relationships, childhood memories, social pressure, ...etc. In this quarter, we had 13 sessions of debate, 13 new topics and 13 read articles.

Every end of the month, **AIR**, a field trip to the neighboring mountains. It is a chance for the participants to reconnect with their inner self, their friends and learn new things



about their environment and the potential our region and country has. In this quarter, we organized 2 AIR fieldtrips. Some of our participants described it as a chance "to know my weaknesses and strength, free my mind, and push myself to its limits to reach the best that I could. Life is more or less the same. We set goals, work hard to achieve them, struggle on our way to them, reach them, and then reward ourselves and enjoy a well-deserved break." (the rest of the reflection of Ikbale on the AIR trip is on this link). In addition to the cited activities, we organized the fourth edition of TARAB, a music talent competition to unleash the talents of the local youth of the Agadir region.

The **ciWEB** section of the Institute, after creating **ciCHECK**, the attendance application, they created **ciVOTE**, the application for voting that the participants developed instead of using paper. The application is used for all the competition's organized at the Connect Institute. (Link to an illustration of ciVOTE on our blog). The ciWEB also worked on developing Connect Institute Newsletter Application. Now, the connect newsletter can be easily accessed from a mobile phone with all the editions. The **ciMAG** (Connect Institute magazine) produced three new editions of ciMAG, for instance, this ciMAG 6th edition is used by the participants to tackle topics such ignorance, harassment, document the testimony of Noureddine Ayouch about Connect Institute as well as other reflections from the participants and the professor of ACTING and LIFE, Mrs. Rosalia's impressions about teaching the EMY participants (See Annex#3: ciMAG 5th, ciMAG 6th and ciMAG 7th.

The **ciCOM**, branch of the Ecosystem organized a conference at the ENCG where Mr. Taha spoke about the future of youth and education in Morocco. The **ciPLAY** presented the play they learned during the ACTING class with Rosalia, Giovanni's Café, which the audience appreciated. The ciTUBE, has published more than 6 videos: 1- <u>HIKAYAT#5: Moroccan&American students</u>, 2-AIR#19: Taghazout, 3-Visit of the IHP students, 4-What is the Ecosystem?, 5- <u>Script Writing: Farida Benlyazid</u> 6- <u>TARAB#5</u>. The ciPHOTO continue their meetings and are preparing for an exhibition entitled "Urban Agadir" which they will present during AGORA#5. Finally we hosted the green journalism workshop organized by the American Embassy & the Thomson Reuters Foundation. Two of our EMY participants took part of the workshop and learnt a great deal of important skills in journalism in general and green journalism in particular. (This <u>link</u> illustrates the event on our <u>blog</u>.).

Our two participants, Mohamed and Fatima Zahra prepared a presentation to share what they have learnt with the rest of the interested participants. Another accomplishment of our students is Nahla's participation at the "Let Girls Learn" initiative. Nahla had the chance to meet 24 girls from all over Morocco with different backgrounds and stories. She participated at the Roundtable with the first lady Michelle Obama as well as the two famous actresses Frieda Pinto and Meryl Streep. Nahla stated that this experience was an opportunity for her own skills evaluations and a life-long motivation. In addition to Nahla, the participant Hajar Benouali, who dropped out of the program because she was overloaded with her studies as a Ph.D students, came back to the EMY program and is realizing a project at the new venues of Connect Institute. She designed the garden and will the follow up and be ready to present her project in the closing ceremony of the EMY program.



## Program activities

**GROW** is a session taught by Dr. Taha Balafrej that enhances the critical thinking of the participants as well as their general knowledge. Every week the participants take one morning seminar. The participants in GROW class learn public speaking through the debriefing and the presentations they deliver in front their classmates. The participants enlarge their knowledge; every morning seminar, the participants are given a topic which they have to research, read about, compare their findings with their classmates finding and give their own point of view. The participants learn team work, every week the participants get to work with a new group, discuss their ideas and get ready to present them coherently as one body. The participants learn constructive feedback and criticism, after every presentation the rest of the classmates share their feedback with the group who just presented for future improvements. The participants get to vote for the best presentation and the best group. The participants add to their knowledge a new classical music piece which the GROW session ends with. The participants are invited to close their eyes and think about their status at the moment and share the word that better describes their feelings with the rest of the participants.

**ACTING** is a weekly session that the participants attend. The session aims at enhancing the participants' self confidence, body language, self esteem, public speaking and creativity. The session is taught in English by Mrs. Rosalia Stamakos, an experienced drama professor which is also a chance for the participants to practice their English skills. The participants began the session with various exercises that help them feel at ease with their bodies and break the ice. Then, Rosalia introduced them to a new piece of theater and explain the background of it and invited them to do more research before the next session which also enlarges their knowledge and nourishes their intellect curiosity. The participants work in teams depending on the parts they have to act. They get to work, every session, with different classmates, for about 20 min. After the rehearsal time comes to an end, each group is called to perform. The participants during the evaluation expressed a great deal of appreciation and have shown an improvement in their public speaking, creativity, body language exposure and self confidence. Towards the end of the course, Connect Institute invited Mr. Paul Harvey, a British theater teacher specialized in improvisation techniques came to the institute to train the participants on improvisation techniques. Mr. Paul was very pleased and impressed with the participant's performance.

**LIFE** is the third composer of the 2nd module and an important part of it as the three courses complement each other perfectly. The LIFE course takes place once a week as a morning seminar. This session aims at helping the participants, through writing, better understand themselves, their society and the complexity of the world they live in.



For example, the participants, in one of the sessions are invited to brainstorm their good childhood memories. Then, they are given a time to choose one memory and write about it. They are invited to share their stories if they wish too with the rest of the participants. In another session, the participants were invited to brainstorm funny and awkward situations. The following are some of the topics the participants brought up in class:

- Privacy invasion by parents
- A chain of clumsy moments
- Making others do your job for you

Rosalia said she was happy with the progress everyone made in their writing and encourages the participants to collect all of their stories and publish them in one small booklet.

Prior to the official date of the evaluation which declares the end of module #2, we held a session on the 23rd of April 2016 to discuss their improvement, announce the evaluation session and debrief the EMY participants about the JUMP module where they are required to attend a series of seminars that will help them better understand the process whereby a project goes through. Some of the participants came late and Mr. Taha began the meeting with drawing the participant's attention towards the fact of not respecting the time. Such a small detail is of great value, even after stressing out punctuality, some students are still coming late. But we accepted it as a part of the challenge and it is our job to make helpless people hopeful. We spoke about the 3rd, JUMP, and the 4th module, LAB, which mainly focus on elaborating and building a project especially that many participants had various questions and felt limited and unable to build a project. Mr. Taha defined a project as 'an idea that comes to fruition'. But, between the idea phase and the actual realization, there are many questions raised and which need and require answers. Mr. Taha used several illustrations to explain what a project is. According to Mr. Taha "The most important question one should remember and answer at first place is: Do I resist and do all I need to do to answer those questions in the process of realizing a project? Or do I abondon?". The staff and the participants brought up various examples of projects that they already realized and reflected on the steps they went through to realize it.

On the 3rd of May 2016, we held the end of Module#2 evaluation as planned according to the EMY scope of work. The session was very positive and motivational for both the participants and the staff. During the evaluation, the participants got to renew their motivation and expressed their readiness to move on to the 3rd module and work on their projects. When the participants saw the number of the workshops, encounters with renowned personalities and the number of projects realized, they expressed astonishment and a surprise to how much they learnt in a very short time. The majority of the participants expressed the fact that they do not want the program to end.

We began the workshop with a presentation with numbered indicators such as the rate of attendance, the number of pages read, the number of articles read and the number of concrete projects realized or on the process of being concretized.



We also presented and congratulated the participants on their achievements especially the ones who attended nearly 100% of the sessions, read most of the articles, delivered presentations, and realized projects in the Ecosystem.

The following are some of the indicators discussed with the participants:

(\***Note**: the following numbers and statistics are updated to the date of the evaluation which is the **3**<sup>rd</sup> **of May 2016**.)

- **140 sessions (**Module 1: NET & TALK & 2: ACTING, JUMP & LIFE**)**
- 43 articles sent
- 67 presentations
- 1 AGORA
- 43 articles sent
- 67 presentations delivered by the participants
- **18 FEED** (Guest speakers sharing their experiences, successes, failure and tips for leading a successful life)
- 4 editions of HIKAYAT (the storytelling competitions)
- 4 editions TARAB (Music concert/ Music talent show)
- **23 DARDACHA** (Weekly debate sessions)
- **2 AIR (**Monthly hiking trips**)**
- 2 Cross-cultural exchanges with American students.

We prepared a Power Point presentation and with each slide, each indicator, we gave the floor to the participants to speak about their feelings, thoughts, lessons learnt and improvements they attained. 100% of the participants could not believe the amount of the work done and the amount of courses they took, the number of new people they met, the number of new information and skills acquired. "Thought we did a lot, 14 months is very short", one of the participants stated. We went in details discussing each indicator and each one of them had to give a title of an article he or she remembered reading, a personality that influenced them and the course that enlightened them the most, etc. We evoked all their senses and they refreshed their memories and for each one, there was an incident that was tattooed to their memory and has shifted their perspective positively.

In addition to the planned modules, Connect Institute continues its activities such as **FEED** (a guest speaker is invited every three Thursdays of the month in order to share his or her life experiences, failures, successes). We have hosted a variety of profiles, some of them very important personalities in the world. We invite the EMY participants to actively engage, without barriers, with the guest in order to learn as much as possible from them.

This quarter (April.May.June), we have hosted 7 personalities. They shared their life journey, their experiences of failure and success and interacted with our participants.



We have hosted **Dr. Michael Zammit Cutajar**, a worldly expert of negotiations especially on Climate Change and who also occupied several positions at the United Nations such as Assistant of Secretary General of the United Nations (Link to Mr. Cutajar biography). Michael is the founder of the convention of the climate change (Link to the visit of Dr. <u>Cutajar on Connect Institute's blog</u>). We also hosted the consul general of the U.S.A in Marseille, Mrs. Monique Quesada, whose life was full of lessons in determination and following one's dreams. Mrs. Monique started her career as a flight attendant and is now a consul general (link to the visit of Mrs. Quesda on Connect Institute's blog). We also hosted, Mrs. Farida Benlyazid, one of the first women filmmakers in Morocco and in the MENA region. Farida shared life experiences and how she challenged the gender roles in her community in order to achieve her dreams. Nawal Slaoui was also a great example of Moroccan women who succeeded their careers. She studied in the U.S. but preferred to come and promote art and culture in Morocco; an important message that needs to get across to our youth to foster their citizenship. We also have hosted two young Moroccan entrepreneurs and innovators who are contributing to the positive change of their communities. Mr. Mamoun Ghallab, an ex-employee at the OCP and the founder of ZeroZebel, a community of environment friends who promote the culture of saving the environment. The youth identified with him as he was few years older than him but leading a successful life (Link to Mamoun's visit on our blog).

The second young visitor is **Mr. Najib El Mokhtari**, a young entrepreneur who acts for change. Najib shared his life journey with the participants and how he succeeded to work in what he is passionate about. **Fouad Abdelmoumni**, is human's right activities, who went to prison during the era of Hassan the 2<sup>nd</sup> and who used his breakdowns as breakthroughs; an important value we make sure our young participants learn. **Paul Rosenthal (**Link to Paul's Testemonial) is an American Economics professor and part of the Colorado's parliament. Paul did not hesitate to share his life most difficult moments with our participants and who generously shared life lessons and gave them advice to lead a happy and prosperous life. The following is a quote from Paul's thoughts about Connect Institute's works with the youth: "When I saw the projects that you are working on and the success you have had; the many editions of your newsletter, the many videos you have on YouTube, the App that I downloaded on my phone.

Obviously, these successes do not come in a traditional classroom environment. That traditional model does not produce people like you [addressing Connect Institute's participants]. You need environment like this to be successful. This is an amazing space where you are safe to explore who you are and who you want to be. It is Okey to think differently, to do differently and to work individually and with groups and to know how to do both well. I think that this space really helps create that environment."



### Visits, outreach, projected activities

During this quarter, we have received a visit from Mrs. Faty Badi, Media Specialist who came to Connect Institute to supervise a workshop on Green Journalism organized by the American Embassy in Rabat in collaboration with Thomson Reuters Foundation.

Nahla El Baqia, one of our EMY participants, participated at Michelle Obama's initiative, Let Girls Learn. During this meeting Nahla met various people from the Embassy, Peace Corps, Media and the participating girls. The people with whom Nahla interacted leant about the Connect Institute and the EMY program funded by the U.S. MEPI initiative.

In the coming quarter, July, August and September, the participants will begin the LAB module, the last module in the EMY program. The EMY participants will continue a developing their projects with their teams. Connect Institute's staff will continue to provide all its capacities as a co-working space for all the participants. The participants will benefit from mentoring from other professionals. In September, the participants will have to wrap up and finalize their projects to get ready for the closing ceremony.

### Operating environment

The environment where we work is safe and very positive according to both the staff, the guests who visited us as well as the participants. The participants need another year to fully grasp the practicality of critical thinking, citizenship and soft skills. The EMY coming to end makes some of the participants worry as they will never be able to finance such trainings. The only worry we have at the Connect Institute is the continuity of the beautiful projects we have started with the youth. The EMY program gave the hope and we are afraid that its brutal and short end might cause frustration to some of them. We would like to sustain the projects we carry with the youth and we need help.



# July - September 2016

### Summary of activities

During the last three months of the EMY program, we continued scheduling meetings for our participants so that they can keep track of their projects progress, constructively criticize each other, and support one another. Few days after, the 4th module LAB was launched. The participants had access to the Connect Institute locals during the holiday period, which made the flow of their work as teams easier.

In the midst of coming in the Institute, our participants helped also with the organization of the 5th edition of AGORA in which they exhibited their artworks, and shared their experience in the program with the audience. On July, some of our participants invited Tech-enthusiasts, from within and outside the institute, to participate in a NET session. In fact, in other focus groups, the participants and their guests tackled a wide range of topics that concern the Moroccan youth, such as: education, politics, religious beliefs, culture...etc.

The **Ambassador of the United States of America in Rabat**, Mr. Dwight L. Bush, SR, honored Connect Institute with a second visit, in which he answered our participants' questions and demands (Link to the ambassador's visit). Mr. the ambassador was impressed by our participants 'capacity to express their thoughts freely, and promised to take their demands into consideration and pay our institute a third visit in the near future.

At the end of this quarter, an evaluation meeting was held with the participants, on September 23rd, to assess their project advancement. The participants who are working in groups expressed the difficulties they encountered in the last two months, which affected the progress of their work, such as; the difficulty of coordinating between the members of each group, the unavailability of some participants on the city because of travel or the lack of housing.

# Work plan progress

In order to bring closer the youth in the area of Agadir and share what they learned during the program, our participants thought of announcing summer open doors activities; such as discussions and focus groups. They coordinated with Mehdi Reghai, our communication officer and facilitator of **NET workshops**, to facilitate a workshop for people interested in IT, both our participants and their friends from outside the institute. A large number of people came to our facilities to learn about new-technologies, ecommerce, e-education, and the Internet of Things in an atmosphere of fun and interactive learning. The participants also showed a high sense of understanding of the other when they organized special sessions to hear about their peers' aspirations and way of thinking. They had them fill in a survey that describes their states of mind, future plans, and the



possibilities of achieving them. Our program participants and the other youth came to the following conclusion: " we will certainly achieve our life goals when we overcome the limitations we set for ourselves."

In terms of encouraging our youth on getting out of their comfort zones, we have assisted them in their process of applying for exchange programs. 4 participants were selected to go abroad and benefit from exchange programs. Rachid Alami and Zaina Dali, spent 6 weeks in the US fulfilling the MEPI exchange program. Aimane Idhajji, is another participant who got selected to attend a three-week Swedish program called "Young Leaders Visitors". In addition to this, Nahla El Baqia had the chance to attend the US First Lady's seminar on girls education " **Let Girls Learn"** in Marrakesh. A roundtable discussion with the four alumni will be arranged to take place in the Institute so that they share what they learned with their friends in EMY. The admissions criteria to such prestigious exchange programs enabled our participants to compare the learning methods in those developed countries, with those we adopt at our institute. They assumed that the values they acquired during their time in the program and institute are human values that are valid in all the parts of the world.

The [P+100+20] is an exercise that our participants are recommended to do. Firstly, participants are asked to mention how many pages they have read during the week, and from which book. On the first hand, it encourages them to read more and make of reading a regular habit. On the other hand, it helps the staff to track the participant's progress and make sure they don't neglect reading as it is the most important aspect of development and improvement on all levels. Every week, EMY participants receive an email with an article to read, and summarize in 100 words. The purpose behind this exercise is to enhance the participant's reading and writing skills, along with the capacity of identifying and reformulating key ideas. After 34 articles sent about various topics, all the participants have noticed a significant improvement in their writing and summarizing skills. Besides the number of pages read and 100 words paragraph, our participants are asked to record a 20 seconds video, in which they express an idea, an opinion, or talk about an event that marked their week. Sending videos regularly helps the participants to become comfortable about speaking in front of a camera and expressing themselves freely. In these three months, despite being on holidays, our participants received and reflected on two articles included in the exercise. At the end of September, 35 exercises have been proposed to our participants.

The best participants' exercises are published on our newsletter that is sent by email every Tuesday at 12:30 to hundreds of persons. This weekly newsletter which serves as a medium to announce upcoming events, share reports and videos about the activities happening throughout the week, and recommended articles on diversified topics. In fact, 20 participants of EMY program contribute to the content of the newsletter by writing reviews about different articles or by sharing a video. At the end of September, 120 editions have been released of the newsletter that is a foremost source of information providing readers with high quality content and updates, also, it sheds light on diverse social issues through its popular corner 'FLASH'.



In the summer holidays, Mr. Taha Balafrej, the founder and executive director of Connect Institute, kept in touch with the program participants through an internal Facebook group. The objective is to encourage the participants to read during the holidays, even while they're away from the Connect Institute's stimulating environment. 16 articles (annex 1) were recommended for reading, online debating, and discussion. Despite being on holiday, the Facebook group represented a stimulating online space for our participants to communicate with each other and preserve the continuity of their learning process.

During the **JUMP** meetings, Connect Institute watched over the program recalling the main objective of the program, which is to create a community of young people and positive change leaders. It is in this way that emanated 16 project (annex 2) ideas that aim to disseminate the values and the skills learned during the program, with other people. The following are some projects that have already emerged:

#### **Hashtag #Parolesdejeunes**

It's an initiative that aspires to encourage more young people to speak up about the mediocrity in our society through a common hashtag, and spread the consciousness on the importance of speaking about what they face in their daily lives. This new "formula" adapted by our participants is a result of the training they had on forming an opinion and expressing it both orally and in writing. They use it, and encourage their friends to do the same, on social media whenever they post something about social situations, oppressions, or discrimination. So far, 15 Facebook posts used the hashtag.

#### Facebook page: N9ra w N3ish

Today's Moroccan youth are usually too lazy, or sometimes enable to read, write or form an opinion. This is all due to a failing educational system. "N9ra W N3ich" is a Facebook page that aspires to help students make up for the gaps in their education through selecting Self-study materials that are available on YouTube channels or even subscribe for online courses.

Moroccan students also lack good orientation and awareness of the requirement of today's job market. The page that our participants made and, which they are running, offers its audience a variety of articles, TED Talks, and movies explaining what future jobs may look like and how to prepare themselves in order to take them. N9ra w N3ich has already published 50 posts, and reached 2812 fan, after getting 360 additional Facebook fans in the last three months.

#### **Alumni Association**

The association "Motamakin" (Empowered) is an initiative of our participants to create a reunion of the EMYsts who had participated in connect institute's activities during the last 14 months. This association aims to keep the contact between the institute and its program alumni. It is an opportunity that our youth seize to share what they learned in our institute in the program's duration. They see it as an embodiment of empowerment that is going to be led through various cultural, technological, environmental, and artistic performances.



#### ciDESK and promoting for ESA

During the holidays our institute kept its doors open for the participants to come and make progress in their projects. Some of them volunteered to help with the launching of our alternative school l'ESA. They helped organizing focus groups featuring potential future adherents, promoting for the school by making videos and fliers, and they even made the school's website. The ecosystem was created to bring together the participants in several groups with common interests, to exchange, discover, and work on projects as teams. Amongst the groups that were created, we find ciDESK in which 3 participants out of 12 were selected and assigned different tasks in the organization of events, assistance of the work, and the ability of becoming paid employees. Our participants proved to be able to work coherently in a team, respect deadlines, and accept constructive criticism.

#### **ciBADGES**

Digital badges are a new concept adopted by many US universities in order to highlight and reward the outdoor learning that is done in informal environments. Our participants liked the concept and proceeded with the creation of their own badges platform. When a certain amount of activities is achieved, the participant will be given a badge that mentions the activities done, alongside with a link towards detailed products such as documents, videos, or designs that prove that a participant X did the activity S. The program participants would be able to share their badges on a platform that they themselves developed.

**ciMAG** is an online monthly magazine, where the program participants write in three languages –Arabic, French and English- about the activities they benefit from at the institute, as well as their feedback on them. They also reflect on opinion articles tackling topics that interest Moroccan youth. In the beginning the ciMAG members work on the materials. They write the articles, collect the contributions of their fellows in the program and institute, and then they edit the written articles before handing them to the designer, who is also a program participant, to take care of the visual layout of the magazine. Working in groups, and focusing on the quality of the product enabled the ciMAG team to publish, so far, 10 editions, 3 of them in this quarter (annexes 4, 5, 6), that are available on Connect Institute blog.

Participants held a meeting on September, 23rd, to review the advancements on their projects, and to discuss the next stages. Everyone confirmed their belonging to a group of work, and stated their progress with the projects they're working on, shared with the facilitator their thoughts, the obstacles they're facing, the improvement they're making, and the actions to take and shape their projects.

# Program activities

In the reporting period related to this project objective, a list of activities occurred in which the participants started new concepts like "DARDACHA on video" and #Parolesdejeunes, organized focus groups and discussions with youths of the region, kept writing and reflecting on articles and content shared on their internal Facebook group, as well as working on their projects and attending activities such as FEED and DARDACHA.



These activities kept fostering the skills, citizenship, and employability of the program participants. They are helping the participants in their daily lives, as well as their communities by leading a positive change on them.

**AGORA** is a big public event organized by Connect Institute twice a year. We invite leading figures in education, entrepreneurship, cinema, journalism, human rights, politics, activism and culture to share their experiences with the public. The 5th edition, held July, 16th, was a very special one for Mr. Manu Bhalla was amongst its audience that were around 200 people in a duration of 3 hours, plus Mr. Ahmed Herzenni, former president of the national council of human rights, who shared his life experiences with our guests. During the event, some of the EMY participants were given the floor to share their experience during the program, the difficulties they face in the outer society, and the impact that our institute alongside with the program has on them. In fact, Manu Bhalla also witnessed the accomplishments of the institute's participants in different fields (technology, writing, music, theatre, public speaking).

**AGORA 5** (Link to AGORA 5 video on our Youtube channel) took place immediately after the closing ceremony of the program edART funded by the European Union. The cooperation between participants and content diversity of both programs were noticeable and impressive.

- 31 EMY participant have attended AGORA 5. They helped organize the event, presented musical and theatre performances, and took part of the exhibition and video-projection:
- 10 participants at the organization team
- 5 contributors at the exhibition
- 2 contributors at the video projection
- 4 participants as ciBAND members (Music)
- 9 participants as ciPlay Members (Theater)

"DARDACHA" is a weekly activity that Connect Institutes organizes. It is a group discussion in which youth are brought together to discuss an article, or quote, that deals with a specific issue. We, the stuff of the institute, go for interesting articles that tackle different topics, such as education, art, technology, economics, environment, politics, and culture... etc. For a broader view, EMY participants invite their friends who do not get the chance to talk about such taboo subjects in their outer community. So as to sharpen our participants debating and public speaking skills, we suggest that a group of three of them read, summarize, and give their point of view regarding the given material. Another purpose of this activity is to provide a chance for our participants to share what they learned during the program with their peers. For the success and appreciation this activity has gotten from its audience, we decided to turn it into a series of virtual talks that would encourage other people to speak up their thoughts. DARDACHA on video is a series of weekly videos in which our participants bring up and discuss a specific topic (Link to a teaser video on our Youtube channel). We have already recorded 3 sessions to be posted on a Youtube channel, without any slight editing. The topics are being chosen and discussed both spontaneously and freely. The videos will be posted on Saturday afternoons so that a large number of people would watch, react to their content, and get inspired by the values that the debating participants acquired.



Our participants were given a total freedom of choosing the topics they wanted to discuss. We were really surprised with the themes they agreed on: time management, the importance of reading on open-mindedness, job market in Morocco...etc. The impressive debate quality was one the positive remarks we made while sitting back and watching out youth discuss. The program participants showed that they acquired a range of skills that allowed them to build and express their opinions, in front of a camera, respecting the timing they were given, and listening and respecting the views of one another.

In the process of finding new partners, promoting for the EMY program, and opening up to bigger opportunities, Mr. Taha balafrej payed a visit to the European Union headquarter in Rabat. On Tuesday, September 6th, Mr Taha Balafrej and the cultural consultants from the European countries embassies' held a meeting lead by Mr. Philip Holzapfel. The meeting was a chance to talk about the EMY program funded by MEPI and introduce the vision and objectives of our institute. The cultural consultants were interested in knowing more about the innovative activities our participants benefit from, as well as the results and the impact on youth of the region.

For its **65th** edition of **FEED**, connect Institute welcomed mother and daughter chefs Kirsten and Mandy Dixon who came from Alaska to share their life experiences with our participants and talk about sustainable practices. Through sharing their life stories and answering our participants' questions, the two chefs demonstrated that real success comes with hard work, following its own passion and having strong values. (Link to FEED 65 video)

On September 10th, we signed an agreement with Seattle University; USA. Now, American students can come, exchange ideas and opinions with our participants, and even intern in our organization. Soon we will be receiving those foreign students who applied and got accepted for a three-month internship. The aim is to create friendship bonds between American students and our programs participants to achieve cross-cultural networking.

# Visits, outreach, projected activities

During this period, we organized activities in which many figures visited the Connect Institute and met its participants, as well as getting visits by Dar America, MEPI, US Embassy.

**Mr Bhalla, Rabat Regional Officer - MEPI**, was present in the fifth edition of AGORA. It was an occasion to visit the new facilities and enjoy the performances of our different programs participants, witness the variety in their products, and notice their learning progress.

During his meeting with J.J.Harder, on July the 14th, Taha Balafrej, the founder of Connect Institute, initiated a discussion on the institute's willingness to host Ms. Sarah Rose Graber in order to facilitate some theatre workshops in our locals and suggested a grant partnership to cover Sarah's travel and accommodation expenses. Besides, he proposed to bring mother and daughter chefs to share their life experience with our youth, before



attending the US Morocco food week showcase, here in Agadir. This proves that our constant meetings with different partners open new possibilities for the cause of our organization which deserves to be supported.

On the 9th September, Connect Institute received two guests: the director of Dar America, and the US. Embassy educational affairs section representative. Both Andrew Halus and Dominique Benbrahim embarked in an open and spontaneous discussion with our program participants. During the discussion, different topics were brought up, such as studies, the failures of our educational system, vocational choices, exchange programs... etc. The participants expressed their appreciation of the EMY program, and how their lives would not have been the same if they knew our institute, or took part in the Empowering Moroccan Youth program long time ago.

The Ambassador of the United States of America in Rabat, Mr Dwight L. Bush, SR, payed Connect Institute a second visit to interact with the students and answer their questions. During the one-hour meeting, our program participants talked about what they acquired in the Institute and during the EMY program, expressed their aspirations, and asked Mr. Ambassador for the possibilities of providing them with the tools which will help them in the smooth flow of their learning process. Mr. Ambassador was impressed by our participants' capacity to express their thoughts freely, and promised to take their demands into consideration and pay our institute a third visit in the near future.

He said, in his last visit to Connect Institute: "This is like coming home, to me. Connect Institute is one of the places that impress me the most. Every time I come, I see a group of excited young people, who are developing, not just their language skills, but also their social skills. The US government supported this organization for years now, and our expectation is that we will continue to support. The reason we like to support it, is because we like to invest in success."

The Ambassador talked to our participants about the two main criteria according to which he used to recruit people: their writing and reading skills, and if them practicing a sport. He believes that a person's grades are not enough, it's very important to know how to combine words and make good structured sentences. Also, he thinks that a fit and healthy person is the more likely to smoothly work within a team and therefore be more productive.

Our participants, on the other hand, did ask a lot of questions, such as: the possibility of performing their songs and plays in other cities, or at the embassy; making Connect Institute an affiliated cultural center to link between Rabat and the south, receiving experts in different domains such as creative writing, music and video making.

The next quarter will be devoted to the fulfillment of the projects that our participants are working on during the third and fourth module (JUMP & LAB). A meeting will be held on 15 October with the participants to present their final projects. We also need to select the 15 participants who will continue in the last phase of the program. Therefore, we sent an applications form to the participants so that they fill in it with what motivates them to continue in the program. A call for candidates will be available on our Facebook page to select 30 participants who will benefit from EMY program.



Regarding workshops, we will host Sarah Rose Graber to facilitate a series of theater workshops during one week in three different cities (Agadir, Taroudant, Tiznit) to develop communication skills among youth. A selection of other facilitators is under preparation for the re-entry program.

## Operating environment

This quarter coincided with 4 main hot seasons which are: exams, holidays, two religious feasts, and then the start of the academic year, which is something unusual. Although a quite large number of our participants went away in several occasions, the institute was open to receive those who were available on the city. They kept coming to work on their projects, discuss their activities, their future plans, and they decided to create an alumni association for which they arranged a number of meetings.

We put so much effort into expanding our network through social media, especially on Facebook, and Youtube. 90 Youtube videos were uploaded. However, it is always noticed that traditional media is not ready yet to advertize and talk about what Connect Institute is doing and what its programs participants are achieving.

Throughout the program, we encountered different situations in which the participants confessed their financial difficulties that prevent them from coming regularly to the institute. Also, they often tell us about their daily issues, and how they fear, defeatism, victimization and lack of responsibility, that they face elsewhere, which shakes their moral balance and exposes them to negativity. Besides, commitment, involvement, accuracy, reliability and excellence are very rare to find in the Moroccan society.

Based on this situation, since the elaboration of the program EMY, Connect Institute has been acting and working to empower its participants, raise their awareness, assist them in sharpening essential soft skills, and provide them with the tools to become better, productive and responsible citizens. Citizens that adopt a set of community engagement values.

We believe that citizenship is the key for employability, and that it is the sanest and most accurate way to help the youth build a career, and make the best out of their lives. Therefore, we are glad that four of our participants, who believe in the above values, got their first jobs in different domains. Others, who are still students, have started doing freelance jobs to familiarize with the job market.



# October - December 2016

## Summary of activities

At the end of the previous quarter, we had been informed about and worked on the extension of the EMY Program. According to the amendments, we organized the selection of the 15 participants, from the initial group of 60 people, and of the new 30 participants for the extension program. Immediately after, we formed the groups, held meetings to brainstorm the ideas for final projects, and started the training sessions and the core activities.

During these three months our participants, in collaboration with Connect Institute team, organized 5 public events, among which the Austrian Embassy's photo exhibition "Photographers amateur du monde: regards sur l'autre" and received Mrs. Christine Reisegger, Attachée Culturel of the Austrian Embassy in Rabat. Also, we organized a series of theatre workshops on social change led by the American theatre director and performer Sarah Rose Graber. Four FEED editions were held with professionals from different fields, such as education, journalism, arts and adventure. MasterClass, training, debating and writing sessions along with the activities organized within each section of the Ecosystem are tools to install the values of knowledge transfer and motivation, to empower and broaden the perspectives of our participants.

At the end of December was held a follow up meeting with the groups to assess their projects' advancement, the progress each participant makes within its working group and discussed the obstacles they are facing, the improvements to be done, set the next meeting and the deadlines they have to meet.

# Work plan progress

Consistent with the project's amendment, we organized the selection of the 15 participants from the total of 60 initial participants to be members of the extension program. For this, we sent application forms to the participants so they filled in the reasons that motivates them to continue the program and at the same time to inform us about their availability for the following 6 months. We based our selection also on the participants' levels of involvement and commitment and their capacity learning level with potential and skills in IT. The call for the selection of the other 30 participants to benefit from the extended EMY program was available on our Facebook page (link).

The large number of applications (365) were considered auspicious signs of a successful selection process. When we started contacting the candidates only 210 answered our calls (129 boys and 81 girls) and just 149 confirmed their presence. During 4 consecutive days we held one-on-one interviews with the 48 (12 girls and 36 boys) candidates that actually presented to the interviews. The interviews enabled us to overview an inconsistent



profile of the candidates with the programs' objectives. Nevertheless, 35 candidates had been selected and invited for a focus group to which only 26 presented. Because the selection process coincided with the institute relocation to a new venue, we took few days in remaking calls to fulfill the selection of the 30 participants.

In order to integrate the new participants and facilitate their adjustment to Connect Institute context of interactive learning, continuous exchange and fruitful discussions we organized a ceremony on the **5th of November** in which the old participants presented their JUMP projects. Nine participants organized a photo exhibition and three others performed a theatre play called 'GAIA' that themselves wrote and directed. The photo exhibition was visited by more than 90 people, during which we promoted the lessons learnt during the EMY program. In the course of the event, the jury distributed the certificates for the participants: certificate of participation in the EMY program, JUMP certificates (being part of a project) and the Ecosystem certificates. The ceremony also hosted the 67th FEED edition, that received Mr. Yousef Ait Akdim, a Le Monde journalist as guest speaker to share his life experiences with our participants. The discussions nourished an engaging environment between the former and the new participants and by answering our participants' questions, the journalist demonstrated that real success comes with hard work, strong commitment to its own passion and being led by strong values.

The 15 selected participants from the first part of the program were responsible to mentor the newcomers. However, due to their loaded schedule at school and the exam period, the presence and participation in the program of some participants for the first weeks was very low. Accordingly, the project groups have been made with 4 members instead of 3 (1 or 2 initial members and 2 or 3 new members), resulting a total of 15 groups. We took the decision to increase the number of the members per each group to ensure a higher exchange of ideas and perspectives and also to prevent the possible shortcomings due to the absence of some members. The group meetings and the discussions we held with the newcomers allowed us to identify their weaknesses related to the program objectives and the lack of some essential skills necessary to develop the final projects. Therefore, to foster the skills, citizenship and employability of the participants of the program we decided to continue the sessions of TALK and ACTING and have a new topic called COLORS to assist the participants in understanding the effects of color and how to use them wisely in a website design.

In terms of encouraging our youth on getting out of their comfort zones, we have assisted 7 of them in their process of applying for exchange programs. Moreover, when discussing about the impact of the program on the participants' lives, the progress they have made since enrolled at Connect Institute and the challenges they are now willing to take, we have many examples to illustrate. One of them is Nahla El Baqia that had been selected as part of "Let girls learn" initiative to visit the White House in Washington DC in a 6 days' exchange program. As herself declared, this exchange and her experience in the US allowed her to expand her vision, redefine her objectives and to consider on starting her own project dedicated for the girls' education. Latifa Bella, went to Rabat to attend the seminar Education USA, organized by the US Embassy in Rabat. Jamal Kamali, applied for Young Leaders' Forum in Essaouira and was accepted to participate in a 3 days' conferences and meetings with youth from all over Morocco. Maria Joudani and Mohamed Douhate participated in a cultural event for 3 days organized by the Association Racines



ECG2 in Casablanca. They assumed the role of Connect Institute ambassadors talking to different NGOs and people about our work, performed a play that themselves wrote and directed and attended 2 conferences on women's rights and arts. Ikbale Bouziane, Jamal Kamali and Mohamed Amrraq had been part of an exchange in the Climate Open Zone Eco-festival, in parallel with COP22. During a week, they had been involved in the organization of the event, help within the activities of the festival and performed a play that themselves wrote and directed.

The skills and capacities that these youths fostered within the Connect Institute environment and programs enabled them to easily interact with the hosting teams, suggest solutions and prove themselves to be an example of the aspiring Moroccan youth. We consider them ambassadors of Connect Institute as they are promoting the change through their own example of good citizens. Connect Institute received positive feedbacks from the organizers of these events, which have noticed the difference between our participants and the other youths, in regards to their attitude toward work, efficiency or critical thinking. Mamoun Ghallab, founder of Zero Zbel Association declared that his "experience with Connect Institute participants was excellent, they have been highly efficient, pertinent and cooperants in terms of organizing, taking action and finding solutions to the problems encountered" (link).

Most of the activities that we had started in the first part of the program were continued and further developed together with the newly formed groups.

**[P+100+20]** is a weekly reading and writing exercise that is recommended to all our participants. Every Wednesday, the participants receive a mail with an article or an extract of an article. The second day, the participants meet in a session to read together and discuss their opinions on the subject. To encourage all participants to speak, to help them learn how to defend their ideas and build arguments, they are divided in smaller groups to work together. The participants have a deadline in which they are expected to write a summary of 100 words and send it back via mail to our staff. The purpose behind this writing exercise is to enhance the capacity of our participants to identify and formulate key ideas, respecting the 100 words rule.

Besides the article, the participants have to choose every month a book from a total of 6 books that are to be read in a 6 months' period: 2 books in English (John Grisham, *The firm*; George Orwell, *1984*), 2 books in French (Leila Slimani, *Chanson Douce*; Fouad Laroni, *Les tribulations du dernier Sijilmassi*) and 2 books in Arabic (Naguib Mahfour, *Les fils de la Medina*; Mohamed Berrada, *Le jeu de l'oubli*). The aim of the exercise is to encourage reading and make it a regular habit and also to enable our participants to get confident in reading a book in a language that they might not be very comfortable with. Along with the reading and writing exercise, the participants are asked to send a video of 20 seconds in which they talk about a subject or event of interest for them. Having to speak in front of a camera enables them to express their opinions freely respecting the timing they are given.

To reward their efforts and encourage the participants to do better, we select the best summary and publish it in our weekly newsletter that is sent via mail to more than 2500 subscribers. All the participants have the chance to contribute to the content of the newsletter by writing articles and reviews of materials they have read. Each newsletter contains also a video, made by our participants, which showcases the events happened



during the week in our institute. The newsletter ends with FLASH (Stop ignoring the mirror) corner where every week a different participant summarizes a story taken from everyday life highlighting a social issue. At the end of December, 132 editions of the newsletter have been released (13 editions for the quarter) for which 25 participants contributed with articles and videos.

**DARDACHA** is a weekly meeting, moderated each time by a different participant. The participants are given an article to read, tackling different topics, and one or two participants have to present it in front of the group in maximum 5 minutes. The other participants evaluate the content and the presentation, taking into consideration how the participants interacted with the audience, the quality of the content, and how they mastered their emotions. After the presentation, the other participants are invited to discuss and present their own ideas regarding the given article. The aim of the exercise is to strengthen our participants public speaking skills and debating skills. The meeting is also an opportunity for our participants to discuss an upcoming event, to agree on some tasks regarding the organization of an event or to discuss an administrative issue. For instance, one Dardacha session was used to discuss and agree together with our participants the internal rules of the institute. Each participant had to say a rule that he/she considers important for the smooth running of the institute's overall program. The exercise ended up with a set of 14 rules called "Our 14 rules". The aim of the exercise was to make accountable each member of their own behavior and also to emphasize the idea that the change starts with ourselves, being a bottom-up process. For instance, during an activity, one participant violated one of the rules and as rule no.1 mentions "Whenever I break one of the rules, I admit and apologize for it", he complied and besides writing a message he apologized in front of his peers too.

In the reporting quarter we had 7 Dardacha meetings tackling different topics, such as homosexuality in Morocco, social media and its effects on our daily work and life, discussion about the difference of the mindsets of 1970s and today's people (based on a picture with teachers from the 1970), etc. In one of the meetings, the participants were given the task to write on a piece of paper the latest 2 news that impacted them. The papers were collected and re-distributed randomly to all the participants that had to read the content and analyze it. The aim of the exercise was to stress the importance of writing skills and one's ability to express itself in written. The exercise will be repeated as we have noticed that some of our participants lack the ability to clearly express their thoughts in written.

#### **Alumni Association**

The association **TAMAKKOUN** is an initiative of our former participants to continue and to share what they have learnt during the EMY program at Connect Institute. Initiative-taking, dedication, hard work, commitment and building mindful youth communities all over the country is one of the association's prior interests. It also aims to help the Moroccan youth to develop concrete life projects through providing a series of cultural events, activities and seminars. In November, the association was officially registered after a long series of administrative procedures undertaken by its members. They also created a Facebook page that at the moment has more than 300 fans. The association has 12 members and during these three months they met 6 times to distribute tasks, design



their projects and agree on their projects timetable. Some of the members applied for the training workshop organized by the U.S Embassy in Fes (link).

A core activity of our institute is the **Ecosystem**, divided in different sections. Each section gathers participants passionate of drama, coding, writing, singing or playing instruments, handcrafts, video making, etc. The ecosystem sections encourage the participants to pursue, develop and share their passions with others. The aim of the Ecosystem is to cultivate and foster our participants' technical knowledge and abilities, and communication skills, targeted at increasing their employability opportunities.

**ciPLAY-** is a section of our ecosystem that gathers the participants who are passionate about writing, directing and acting. They perform the plays they produce in events organized within our institute or elsewhere. ciPLAY it's a platform for these young participants to tackle social issues through drama and humor, encouraging them to speak their minds and uplift their citizenship skills. ciPLAY participants produced 2 big plays that they preformed in Agora and 3 small plays that they preformed in events outside of Connect Institute, such as Casablanca and Marrakech when our participants were part of exchange activities.

**ciMAG**- is a monthly magazine, written, edited and directed by Connect Institute's participants. It brings together the participants that have graphic arts, publishing and writing skills, with the ambitious project of publishing a regular e-magazine. The first edition was published on December 2015 and reached at the moment its 14th edition. Having engaged the participants in the creation of a monthly magazine encourages them to adopt a writing attitude, improve their writing styles through the editing process, help them acquire a sense of responsibility and respect for deadlines, provides them with the platform to share their ideas and opinions. (Annexes 12th, 13th and 14th editions)

**ciBADGES**- Connect Institute introduced a new learning pathway to track and recognize our participants' efforts. The system is a web platform that digitalizes the process of learning and issue online badges as a reward. A badge is an indicator that identifies and validates our participants' skills, knowledge, accomplishments and competency required by today's employers. Thus, having a set of digital badges alongside the curriculum vitae helps our participants stand apart and raise their chances to nail the opportunities. However, as the system is very new to our participants they show a moderate progress and so far 14 participants created a profile and are active on the platform.

**ciWEB-** section of the ecosystem dedicated to improving the technical skills of our participants. The participants passionate of coding and technologies are gathering to produce different TECH projects. They are also collaborating with other sections of the ecosystem to merge the participants less skilled in technologies, and share with them the web programing skills.

**ciCREA** – section that is gathering the participants passionate of handcrafts and all the activities that are requiring an artistic perspective. They are in charge with the space arrangement and the creation of pieces of art works meant to maintain a pleasant ambience in our institute. They are also engaged in the organization of public events, such



as photo exhibitions. The aim of this section is to build their confidence in taking charge of their life and their own decisions, work together and take initiative.

Participants held a meeting on December, 23rd, to review the advancements on their projects, and to discuss the next stages. Everyone confirmed they are belonging to a group and shared with the staff members their thoughts, the obstacles they are facing, the improvements they are making, and the actions to be taken to shape their projects.

### Program activities

In the reporting period related to this project objective, a list of activities and events were organized in which the participants continued or started new concepts like SOULIMA, a video contest inviting our participants and outside guests to demonstrate their filming and editing skills and MOOC, an online course. The EMY participants kept writing and reading the articles and books recommended and shared content on the internal Facebook group. They organized, participated and attended activities such as FEED, HIKAYAT 6, TARAB 6, photo exhibition and theatre workshops. All these activities are helping the participants to discover their inner passions and talents, make them accountable for the life they lead and bring a positive change in their communities. Moreover, the activities and the events organized targets the development and the upholding of the participants' skills, citizenship and employability.

**HIKAYAT** is a public event organized by Connect Institute arrived at its **6th edition** (**link**). The event is a storytelling contest open for our participants and the larger public. In the edition organized in this quarter, 11 of our participants registered as storytellers. They had to present a story, real or invented, in 5 minutes in front of an audience of more than 60 persons and a jury. The aim of the event is to foster the storytellers' skills of speaking in front of an audience, master their emotions, and learn how to make their story appealing for the public and the jury. The event was organized together with our participants that had been in charge to create the posters, receive the guests and moderate the event. We, the stuff, had been very impressed with the way our participants mobilized and work together to make this event a success. ciPlay and ciBand contributed to the overall success of the event by exposing their talents and entertaining the audience with a theatre play, different songs both in English (Stand by me, Ben E. King; Stevie Wonder, etc) and Arabic, and by playing guitar and drums. The stories tackled topics such as travelling, familial relations, childhood, love, imaginary apocalyptic world, homophobia and suicide. One winning story was selected by the public and the plot was about homophobia while the other that was selected by the jury was about suicide.

**Theatre workshops with Sarah Rose Graber** - Connect Institute hosted Sarah Rose Graber, theatre director and performer from United States, also named 'one of the 15 Women to Watch in 2015' by Today's Chicago Woman magazine. She led a series of workshops on theatre for social change in three different locations: Tiznit (**link**), Taroudant (**link**) and Agadir (**link 1**, **link 2**). Sarah Rose Graber is using theatre as a tool for social change by strengthening the participants' skills. Hence, the main objective of the



workshops was to enhance the soft skills of the participants, to develop self-expression and to unleash their creativity.

The workshops had been organized by 14 participants in close collaboration with Connect Institute team. The organizers proved to be highly efficient, responsible and work very good in teams. As part of the empowerment objective we pursue at Connect Institute, they had been in charge to find the venues in Tiznit and Taroudant, prepare them accordingly for the workshops, promote the event, select the youth, provide the lunch breaks, facilitate the communication between Sarah Rose Graber and the workshops participants by translating when necessary, write the summaries of the events, take pictures and make videos. As Sarah Rose Graber herself declared, our participants did an excellent job in ensuring the smooth running of the workshops. A detailed report had been submitted as Connect Institute received a grant from the US Embassy covering some of our institute's expenses to host Sarah Rose Graber.

Despite the fact that Monday and Tuesday (12th and 13th December) were national holidays, the work of our participants in promoting the events, paid off with a large number of participants. The workshop in Tiznit was attended by 23 participants (15 girls and 8 boys), the one in Taroudant by 22 participants (9 girls and 13 boys) and the workshop in Agadir by 40 participants (32 Connect Institute participants and 8 guests).

**FEED** – In the reporting quarter, Connect Institute organized the editions no. **66**, **67**, **68** and 69 (FEED 68th edition, testimony Youseff Ait Akdim, **link article Silvia Gagliardi**). We hosted Silvia Gagliardi from the Irish Centre for Human Rights, Mr. Yousef Ait Akdim, journalist at Le Monde and Sarah Rose Graber, theatre director and performer from Chicago and organized a virtual edition mediated by Skype with Radu Paltineanu, world traveler, cyclist and mountaineer, currently cycling across Americas. The FEED edition with the Italian researcher, Silvia Gagliardi gave our participants the possibility to find out details about the research she worked on regarding the Amazigh women. The same edition also hosted a Sociology Professor at the University Ibn Zohr, Mr. Brahim Labari, occasion that led to a interactive discussion between the two on women's rights in the Moroccan society. The EMY participants asked questions and brought comments regarding Silvia's presentation from their point of view as locals of the Souss region.

The FEED edition with Sarah Rose Graber underlined the importance of perseverance and hard work in twisting the failures in stories of success: "we never stop growing; we never stop falling; we never stop succeeding." The participants engaged in discussions and express their own ideas related to success, failures, their projects and dreams.

In an acknowledgment of Connect Institute, Sarah said: "Connect Institute is very progressive, I haven't see anything similar to this in the entire world because it takes everyone to come and work hard for this to happen." She ended the edition advising the participants to make sure their hard-work is strategic and intentional, as well as being persistent and chasing after what they are passionate about.

The virtual FEED edition with Radu Paltineanu introduced our participants to some social issues from countries in the world, customs and traditions, experiences encountered and articulated the importance of perseverance in achieving one's dreams.



The FEED editions give our participants the opportunity to directly interact with the guests, address questions and express their own ideas in an informal context. Hence, the participants are fostering their critical thinking, communication and debating skills envisioned at increasing their employability. Moreover, these editions enable them to make their own decisions and take responsibility for their own lives and communities.

**TARAB 6** – is a music contest organized by Connect Institute, open for the public (link). In the edition organized in this quarter, 2 of our participants and 12 guests performed a song or played an instrument in front of the audience. As Connect Institute pursue the empowerment of its participants, they were in charge of the entire organization and running of the event. The participants created the poster, promoted and moderated the event. From one event to the other we can see the improvement of our participants in being more confident in their skills, outspoken, ready to collaborate with their peers and actively involved in planning. The songs performed were in different languages: English, Arabic and the winning song (selected by public) was in Turkish.

**SOULIMA 1**- first edition of the movie making contest (link) organized by 2 of our participants, Maria Joudani and Rachid Akdim, was a success. The event was opened to the public, gathering more than 60 people in the audience from which a half were external visitors. For the contest participated 9 candidates, 6 guests and 3 Connect Institute participants. The winning movie was selected by the 3 members of the jury, based on 4 criteria: realization, sound, image and film idea. During the event, some of EMY participants were given the floor to share their experiences at Connect Institute, explain some of the activities they are part of and articulate the impact that our institute alongside with the program has on them.

Photo exhibition "Photographers amateur du monde: regards sur l'autre" – organized by the Austrian Embassy in many cities across Morocco and hosted in Agadir by Connect Institute, until the 8th of January. The exhibition is opened to the public and was visited so far by more than 80 people. Three participants from ciCrea section of the ecosystem had been in charge to hang and display the images on the walls, arrange the exhibition room and get it ready for the opening day. The guests from the Austrian Embassy, Mrs. Christine Reisegger and her husband, were impressed by our participants' ideas and attitude, declaring that "it is truly incredible, I have never seen something similar in Morocco. Bravo for the participants, to all their ideas and for enlarging their professional perspectives in such a way" (link).

MasterClass with Driss El Maloumi, Moroccan musician worldwide famous (link). On December, 19th, we hosted Driss El Maloumi for a full day MasterClass that initiated our participants on the use of light and sound in the movies. Connect Institute participants proposed him to work together to produce a documentary, idea that he very much appreciated. Hence, our participants are currently working in different teams to write the script of the documentary, produce the music and prepare the setup of the documentary. The project aims at boosting our participants technical, writing and teamwork skills.



#### **Visitors**

Besides the guests that were invited for an activity, Connect Institute received the visits of Mamoun Ghallab, **founder of Zero Zbel Association**, Youseff Tazi, Larbi El Hilali and Abdelhadi Sohib (**directors at OCP Company and experts in human resources**). They had been engaged in discussions on different topics and provided our participants with advices on how to work better in teams and ideas to shape their final projects.

### Visits, outreach, projected activities

During this period, we organized activities in which many figures visited the Connect Institute and met its participants.

On 6th October, Connect Institute received the visit of **Shahrazad Hadi -Education USA Academic Adviser, Margo McCoy Howe- Education Consultant and Karim Benyas –** in charge **of Exchange Programs for Youth, US Embassy Public Affairs.** It was an occasion for our members to learn more about the exchange programs in the US, scholarship opportunities and possibilities to study in the US. The presentation was followed by an open and spontaneous discussion with our program participants about the reasons of joining Connect Institute, the impact Connect Institute has on their lives and their future plans after finishing EMY program. The participants expressed their gratitude of belonging to Connect Institute community and towards the fact that this journey allowed them to explore new horizons, give them courage to challenge themselves and empowered them with the necessary skills to apply for exchange programs, internship and further studies.

We had been informed that the Ambassador of the United States of America in Rabat, Mr. Dwight L. Bush, SR will pay Connect Institute a third visit at the beginning of the next quarter.

The next quarter will be devoted to the fulfillment of the projects that our participants are working on. As a following up of the previous meetings on projects' ideas and conception, for the beginning of the quarter it is planned a meeting with the groups to present their projects' advancement, the tasks distribution and each participant work progress up to date.

Regarding exchanges and workshops, we will receive on 4th January a student from Seattle University for a 3 months' internship. On 11th January we will host 3 Fulbright scholars in UK with whom we will carry a seminar on alternative education.

Farida Benlyazid, one of the few Moroccan directors and screenwriters, will come to Connect Institute for one-week training to develop technical and communication skills among our participants.

Conform with the program's objectives and as planned we will continue the coaching sessions of **Acting, Colors, Music** and start new coaching sessions in **TECH, Business,** 



**Web Design** and **Writing** and organize 9 workshops (3 per month) with panelists from different fields.

## Operating environment

This quarter coincided with the beginning of the academic year and towards the end of it with the exam period. In the first part of the quarter, the participants' presence and attendance in the activities was lower than expected. Thus, we held group sessions with all participants to identify the potential issues within the groups, agree on changes between the members of the initial groups and support with ideas for projects. The participants shared some of the obstacles they are facing in coming together as a group due to their scattered schedules.

However, towards the end of the reported quarter the participants shown improvement in the way they work together and assumed the responsibility to meet the deadlines when they have to present the work progress and their engagement to their groups.

We encountered different situations in which the participants confessed their financial difficulties that impede them from coming regularly to the institute. Also, few participants had been obliged by their families to quit the program invocating different reasons that contradict their traditional and religious views.

At the beginning of the reported quarter, Connect Institute moved in a new venue, which slightly disrupted our work consistency in the first few days. Moreover, some participants met challenges in finding us as the area is not very well known and we had to take time in giving directions. Nevertheless, the new venue is spacious and fully equipped to host all our activities and the big events we organize, as well as providing a friendly and inviting environment for our participants and guests.

Along with the relocation, changes took place in the team. Sanaa Belabbes who was in charge with the coordination and the reporting of the EMY program, moved for personal reasons to Casablanca. The staff is now composed of 2 new members: Nourddine Harmouch and Ramona Maria Stanciu (annex 9). The team is assisted by some EMY alumni that are helping with part of the daily tasks and running of activities. They had been selected due to their abilities and empowerment.

In order to stimulate the motivation and the participants' attendance, one of our EMY participant was assigned the task to check their attendance and establish a ranking chart that is printed and posted every Monday on Connect Institute panel (annex 10). Also, to encourage the participants to take care of their health and support the idea of a healthy mind in a healthy body, one EMY participant is conducting morning workouts with other participants and the staff.



# January – March 2017

## Summary of activities

During the reporting quarter Connect Institute's team put its efforts into motivating and helping our participants to finalize their **TECH projects** and meet the deadlines. Along the quarter the smooth running of the program has been challenged as the participants' commitment and presence were lower than expected. Nevertheless, we organized 7 large events, 5 FEED editions, and welcomed internationally renowned guests. Our participants exchanged with international students from IHP program, **DRH Norway**, International School for Cooperation and Development, and **Étudiants et Développement Association**.

Furthermore, we hosted a student from Seattle University for an internship of 2 and a half months. In addition to the training sessions, debating and writing sessions, MasterClasses along with the events and cultural activities, Mr. Taha Balafrej led one-on-one coaching sessions with EMY participants aiming at understanding their needs and offering them guidance. As part of our empowerment objective that we pursue at Connect Institute part of EMY participants were in charge of the organization and advertising of the events and activities organized within the institute. The encounters with the international students and guests aimed at broadening the perspectives of our participants and inspire them to become individuals that lead their lives with ambition and dignity.

# Work plan progress

During the reporting quarter we continued our core activities and started new sessions aimed at supporting our participants to further develop their business ideas and pitch their TECH projects. To foster their citizenship and employability skills we started sessions such as TECH, Creative Writing, public speaking sessions following the Toastmasters model, and GROW seminars. The goal of these sessions was to help the participants develop both personally and professionally, specifically learning the art of expressing themselves clearly (written and orally), develop self-confidence, exchange opinions and ideas, and strengthen their analytical and critical thinking skills.

Related to the TECH projects, the initial working groups suffered modifications and most of them reshaped their business ideas due to the inconsistency between ideas and their feasibility. If at the end of the previous reporting quarter there were 15 project ideas, at the end of this quarter there are 10 groups that worked on their ideas and showed certain advancement.

In terms of encouraging our youth on getting out of their comfort zones, we continued assisting them in their process of applying for exchange programs. Two of the EMY participants, Ikbale Bouziane, got accepted in the Global UGRAD program and Youness



Idihoum in Student Leaders on Social Entrepreneurship program. Anouar Nait El-hah Ali is still waiting the final answer of his application for OneBeat International Music Exchange program.

When discussing the impact of the program on the participants' lives, the challenges they are now willing to take and the progress they have made since enrolled at Connect Institute, there are also examples to showcase. Nahla El Baqia was invited in January in Marrakech for a follow up meeting as part of "Let girls learn" initiative after returning from the exchange program in Washington DC. Rachid Alami and Zaina Dali, Connect Institute alumni, went in Tunisia in mid-March for follow up meetings of the MEPI exchange program. We are in close contact with our alumni that often visit our institute, speak to the EMY participants, inspire them to follow their dreams and take responsibility for their actions. Other EMY alumni together with two current participants used their knowledge, experience, and network they have acquired during EMY program to organize seven editions of the Apollo Salon of Arts, a series of cultural events. During these events, different art forms were showcased such as music, photography, poetry, theatre, and storytelling.

Most of the core activities that we started in the previous quarter continued and have been supplemented with new sessions, customized to the needs of the participants and the program's objectives.

**[P+100+20]** is a core weekly exercise recommended to all participants and even Connect Institute's team. We believe that a key competency to succeed in todays' world is to be able to clearly express one's ideas both orally and written. Therefore, we emphasize on continuously training the reading and writing skills, suggesting different articles to read and make summaries of them. Besides the individual work of reading and writing, the participants meet in a weekly session discussing and debating the topic of the article. The purpose behind this exercise is to enhance the capacity of our participants to identify and formulate key ideas, respecting the 100 words rule, learn how to build arguments and defend ideas. Even though many of the participants are undertaking this weekly exercise we can see that there is still work to do in order to improve their writing skills.

To reward the efforts of the ones making the exercise and encourage the participants to do better, we select the best summary and publish it in our weekly newsletter that is sent via mail to more than 2500 subscribers. All the participants have the chance to contribute to the content of the newsletter by writing articles and reviews of materials they have read. Each newsletter contains also a video, made by our participants, which showcases the events happened during the week in our institute. The newsletter ends with FLASH (Stop ignoring the mirror) corner where every week a different participant summarizes a story taken from everyday life highlighting a social issue. At the end of March, 145 editions of the newsletter have been released (13 editions for the quarter) for which 12 participants contributed with articles and videos.

**DARDACHA** is a weekly debating session. In the reporting quarter we have tried new ways to foster the participants public speaking and debating skills.

*Example 1*. The participants are given an article to read, tackling different topics, and one or two participants have to present it in front of the group in maximum 5 minutes. The other participants evaluate the content and the presentation, taking into consideration how the participants interacted with the audience, the quality of the



content, and how they mastered their emotions. After the presentation, the other participants are invited to discuss and present their own ideas regarding the given article. Examples of articles: George Orwell's "1984" is suddenly a best-seller, Response to Executive Order Involving Refugees and Immigrants, Noureddine Ayouch, l'homme qui offer a l'arabe marocain ses lettres de noblesse, etc.

*Example 2.* The participants are given the task to write on a piece of paper the latest 2 news that impacted them. The papers are collected and re-distributed randomly to all the participants that have to read the content, analyze it and discuss the topic with others. Examples of topics discussed: the system of values in the Moroccan society, time management, violence on the streets, recruitment in Morocco, health system in Morocco, happiness, etc.

*Example 3.* Two participants are given the task to read an article in English, translate it into Moroccan Arabic and present it in front of the audience in two minutes. After each presentation, the other participants provide feedback that enables the two participants to remake their presentation, taking into account the comments received. The other participants are invited to do the same exercise, presenting their own ideas and a summary of the content. The exercise enables the participants to link their general knowledge to the best way to present it in front of other and exchange ideas. Example: The internet of things is coming for us

**GROW** is a weekly seminar facilitated by Mr. Taha Balafrej. The scope of the seminar, lasting for 3 hours, is to enhance the critical thinking skills, develop self-esteem, exchange ideas and opinions, improve ability to listen to others, develop curiosity, understand, and analyze ideas.

At the beginning of each session, participants are given one minute to auto-evaluate their state of mind and share it with other members of the group. The same exercise-check out- is done at the end of the session. Subsequently, two or three participants are called to give a two-minutes synopsis of their previous week at Connect Institute. The exercise provides an opportunity for the youth to develop public speaking skills and critical listening skills, having to speak impromptu.

Following, the participants are given a certain piece of information with different positions to choose from. After the participants are invited to vote for a position, they are split in groups of 5-6 members having to defend one of the given positions. After the groups members discuss and find arguments to defend the position they are given, they have to present it in front of others and in front of the camera. After the presentations, the participants are invited to vote again and discuss the results of the voting.

The purposes of discussion are to understand and learn the ideas of others, to think and formulate one's own opinion according to one's values, to share and transmit one's opinions to others, to influence others, and to in turn be influenced by them. Topics for discussion and debate: alcohol production and consumption in Morocco, Moroccan employers pay the employees under the table, etc.

After the debating exercise, there is a short musical interlude which widens youths' cultural horizons by exposing them to pieces of international classical music.

**TECH**- is a weekly session facilitated by Mehdi Reghai, a Moroccan entrepreneur and blogger. During the weekly sessions he helps our participants transform their ideas into concrete projects, work on their business models, and pitch their projects. We noticed



that in these sessions were present and showed interest mostly the participants that made advancements in their work for the final projects.

**Creative Writing** - weekly session in which the participants are encouraged to write journals, essays or defend a certain position (not necessarily reflecting the participant own opinion) to learn how to express their ideas and thoughts in written. This session helps the participants better understand themselves, their society, and the complexity of the world they live in through writing.

**Public speaking sessions** following the Toastmasters model – in the second part of the reporting quarter our intern Hannah and one EMY participant, Marya Joudani, took the initiative to organize public speaking sessions based on the Toastmasters structure and rules. The aim is to create an environment that enables the participants to strengthen their public speaking skills. The session starts with Table Topics in which three participants volunteer in telling a story in a two-minute time, impromptu, based on topics chosen by the president of the meeting. Following are the individual speeches, between 5 to 7 minutes. It is agreed beforehand the speech's topic with each of the three participants that are delivering the speeches. This is giving the participant time to structure and rehearse his/her speech before its delivery in front of the audience. Each speech is timed and evaluated by an evaluator, taking into consideration the structure, the interaction with the audience, the main idea and the flow of the ideas. The president of the meeting is responsible to introduce and conclude the meeting, and if necessary announce any news for the following meetings.

We envision to create a Toastmasters Chapter for the city of Agadir.

**One-on-one coaching sessions** with Taha Balafrej – our mission of empowering the youth participating in our programs requires a deep understanding of their preoccupations. Hence, Mr. Taha Balfrej led individual coaching sessions in benefit of the EMY participants. Each participant had a list of questions to answer to such as: What is Connect Institute for you? How is your relationship with the Connect Institute's founder? What is your first source of income? Where do you see yourself in 10 years? How is your relationship with your family? Are you religious? Do you smoke, drink, or do drugs? Do you believe in love and are you currently in a relationship?

The aim of these sessions is to offer the participants an intimate space to speak about their everyday struggles, their hopes and dreams, and their perception of the world. It is also a chance for our youth to get guidance from Connect Institute's founder and benefit from his wide life experience.

#### **Alumni Association**

The association TAMAKKOUN is an initiative of our former participants to continue and to share what they have learnt during the EMY program at Connect Institute. Initiative-taking, dedication, hard work, commitment and building mindful youth communities all over the country is one of the association's prior interests. It also aims to help the Moroccan youth to develop concrete life projects through providing a series of cultural events, activities and seminars. The members of the association helped Connect Institute's team and EMY participants to organize different events such as Tarab, Soulima, Open House, etc. During the reporting quarter the members wrote four grant applications to



international organizations and foundations to get financial support in order to carry their envisioned activities and projects.

Four members: Rachid Akdim, Marya Joudani, Jamal Kamali, and Assim Amezghal represented the association during a cultural event organized in Tiznit by performing a play Sbah Qhwi, an adaptation of Frank Pavlov's book "Brown morning", that themselves translated into Moroccan Darija and directed. They performed in front of an audience of more than 80 people that were also introduced to the values of Connect Institute and the outcomes of our participants.

Other member of TAMAKKOUN, Ikbale Bouziane, organized and led the first workshop of the association's newly launched program "An Agent for Change". 32 students from Al Majd High School from Agadir attended the activities proposed by Ikbale:

- -DARDACHA, a session of discussions and presentations tackling different topics suggested by the students themselves: government, divorce, pollution, music, illiteracy, freedom, culture, gaming, and politics,
- -theatre exercises,
- -talent show- during which the students shared some of their talents: music and poetry. The workshop aimed at encouraging the students to speak their mind, express themselves, and learn how to be concise in presentations.

A core activity of our institute is the **Ecosystem**, divided in different sections. Each section gathers participants passionate of drama, coding, writing, singing or playing instruments, handcrafts, video making, etc. The ecosystem sections encourage the participants to pursue, develop and share their passions with others. The aim of the Ecosystem is to cultivate and foster our participants' technical knowledge and abilities, and communication skills, targeted at increasing their employability opportunities.

**ciPLAY** - is a section of our ecosystem that gathers the participants who are passionate about writing, directing and acting. They translated and adapted two international texts: Hmoum Nsa f Napoli - inspired by Elena Ferrante's novels, listed as bestsellers by the New York Times. The text was translated to Moroccan Arabic and adapted to the Moroccan Society, and Sbah Qhwi - a translation of Matin Brun by Franck Pavloff. They performed the two theatre plays during the Open House and AGORA 6 events, in front of more than 200 people.

**ciMAG** - is a monthly magazine, written, edited and directed by Connect Institute's participants. Every 16th of the month a new edition of the e-magazine is released. In the reporting quarter have been released 3 new editions (edition no. 15,16 and 17) for which 14 students wrote articles, participated with photos or designed the graphic layout. (Annex 2)

**ciWEB-** section of the ecosystem dedicated to improving the technical skills of our participants. They worked on the new version of our website and created the virtual visit of our institute, and are planning to extend their idea to create virtual visit of various premises for interested organizations.

**ciCREA** – section that is gathering the participants passionate of handcrafts and all the activities that are requiring an artistic perspective. Its members created different artwork



pieces for our institute such as a chronological display depicting the greatest personalities in the human history and fresco on the exterior wall of our institute. One of the participants, a young talented plastic artist, Khalid Assallami, created an artwork exhibition "Renaissance d'un mythe partagé" (Please see the brochure in the Annex 3) displayed during AGORA 6 that has stayed in the institute since the event.

**ciAIR** – at Connect Institute we encourage our participants to discover their surroundings and the nature's wonders. Once a month, on Sunday, some of the participants take the lead in organizing a hiking tour open for all the interested participants. They are usually gathering at the institute from where they start their hike for 2 or 3 hours. Once arrived at the destination, they are having discussions on different topics, make yoga and stretching movements, eat their snack, and return to the initial departure point. The aim of the activity is to build the community spirit, encourage youth to make sport, help them discover the beauty of the nature, and learn to protect and value it more. During the reporting quarter, our participants organized one hiking tour.

### Program activities

In the reporting period related to this project objective, a series of activities, events and student exchanges were organized encouraging our participants to go out of their comfort zones, discover new perspectives, and take responsibility for their actions. The EMY participants kept writing and reading the articles and books recommended and shared content on the internal Facebook group. They organized, participated and attended activities such as OPEN HOUSE, FEED, TARAB 7&8, MasterClasses, student exchanges, AGORA 6, concerts, debate, and SOULIMA 2. These activities are planned and organized to help our participants discover themselves, challenge them with new ideas and circumstances, develop their talents and creativity, and learn from each other. Furthermore, the activities and the events organized target the development and the upholding of the participants' skills, citizenship and employability.

**FEED** – For the reporting quarter, we organized 5 editions FEED: no. **70**, **71**, **72**, **73**, **74** (FEED 73: Mahi Binebine). During these sessions, the EMY participants and the Connect Institute's visitors had the chance to interact, discuss and exchange with personalities from different fields. The edition no.70 hosted Omar Berrada, writer, art critic and translator, born in Casablanca and currently living in the USA. He underlined the importance of education seen not as a transmission of information, but a way of empowering and trusting people to learn by themselves. He also explained that education is meant to encourage people to try new things instead of imprisoning their endeavors. Inspired by the question of one of our participants, Mr. Berrada ended the meeting saying that discovering the unknown is his main source of inspiration.

At Connect Institute, we encourage our participants to share their network with other peers and contribute to the dissemination of relevant and inspiring stories. Hence, one of our participants, Youness Idihoum, organized a virtual FEED (edition no. 71) via Skype with the American filmmaker and producer Oscar Boyson. Oscar gave pieces of advice to our participants on how to seize the employment opportunities, starting with small jobs,



instead of waiting for the dream job. He highlighted that the employers hire creative and flexible people, able to make the best out of a small budget, inspiring the EMY participants on how to advance their job research.

Malika Zarra, Moroccan singer, composer and producer internationally renowned, was the guest of the FEED edition no.72. While narrating her life story and the struggles she had with her family in convincing them to allow her to pursue her dream of becoming a singer, she also asked our participants to provide an inside view on their relationship with their own families. This encouraged our participants to voice their concerns and issues they have with their families. Malika stressed that all the "decisions must be associated with actions" and that in order to improve and succeed, one shall be willing to continuously better his skills. She urged the participants to get up and have the audacity to fight for their dreams.

For the FEED no. 73 we welcomed Mahi Binebine, Moroccan novelist, painter and sculptor, with books translated into many languages, while his painting and sculptures are exhibited around the world. Being the founder of a cultural center with many similarities with Connect Institute a further collaboration was agreed. On 21st May, the EMY participants are invited to take a field trip to Marrakech to visit his workshop and see the way he is working.

FEED no. 74 with Terry Baum, an American lesbian playwright and politician. Terry Baum shared her past and the difficulties she went through as a feminist and homosexual, her experience in politics, and changes she was able to make in her community.

These editions are not only inspiring our youth to pursue their dreams and work hard for what they want to accomplish in their lives, but also foster their critical thinking and debating skills envisioned to increase their employability.

TARAB 7 & 8 – Connect Institute participants are in charge of organizing this music contest in order to support their empowerment and development of an array of skills such as: teamwork, self-confidence, self-discipline, and organizational skills. For the 7th edition of Tarab the participants had only 3 days for the organization of the event. However, they did an incredible job in contacting the candidates, spreading the word and arranging the space. Amongst the 11 candidates the music genres varied from classical Arabic songs to pop music and beatboxing. The EMY participants proved, once more, that they can organize themselves and collaborate with their peers to ensure the success of an internal event or activity. 12 EMY participants were involved in the organization of the event (promotion of the event, sound, photo, video, animation, set the room for the event, receive the guests & the candidates).

For the 8th edition there were 66 people in the audience and 17 youth participated in the competition with songs from different genres. Three EMY participants were in charge of the organization of the event.

**SOULIMA 2** – at its second edition, this movie making contest was organized by 3 of our participants, responsible with the promotion and the animation of the event, the technical aspects of the organization and the photography. Amongst the 8 competing videos, 2 were created by our EMY participants. The jury and the audience acknowledged that even though the videos were technically good, the creativity and the content in terms of ideas



were very poor. It is a reflection of the society in which the appearances are privileged in the detriment of the ongoing effort and search for meaning. Titles of the videos: Smile, Money, Marrakech - le charme du Maroc, Targa N Touchka, On the road, Dance of the light, Creativity, Passion for work.

**OPEN HOUSE** – Connect Institute's team together with 17 EMY participants organized the first edition of this event, aiming at showcasing the activities, the programs, the skills and the concrete products of our participants. During the event, members of ciBAND played different instruments and sang songs both in Arabic and English.

ciPLAY performed a play inspired by Elena Ferrante's Neapolitan novels, classified by New York Times as Bestsellers. The novels, translated into forty languages from all over the world, was exclusively translated into Moroccan Arabic by 2 ciPLAY members. Considering that the event was organized in January, when it was the exams period for all the Moroccan students, the 12 actors did an incredible work in translating the play, distributing the roles and rehearsing the play in just few days. They performed in front of an audience of more than 100 people.

In addition to the activities prepared and presented by our participants, a core activity of the program was the debate, led by Mr. Taha Balafrej, about alternative education. He compared the mainstream education with an alternative system put into practice in our institute. A shift from memorization of facts and information toward a learning that is equipping the student with critical thinking, skills and values, and creativity are essential for one's success in life. A youth with a diploma but disoriented and unaware of its talents and potential won't be able to build a purposeful life. For many of the invited young people and adults in the audience, the concepts debated were totally new, while for our participants they represent an usual topic of our debates.

The purpose of this debate was to awaken the audience regarding the deficiencies of the educational system and underline the importance of fostering the passion, the collaboration, the creativity, critical thinking and the initiative spirit of the youth.

**AGORA 6** - is a large public event organized by Connect Institute twice a year. We invite leading figures in education, entrepreneurship, cinema, journalism, human rights, politics, activism and culture to share their experiences with the public. The 6th edition hosted Mrs. Touria Hadraoui, a Moroccan singer and Mr. Abderrazzak Elhannouchi, journalist and human rights activist. In the program: presentations and debates with the two guests, music by ciBAND, 2 theatre plays performed by ciPLAY (inspired by the Elena Ferrante's bestsellers and Matin Brun by Franck Pavloff), video projections, artwork exhibition, and networking. Besides the Connect Institute's team and the intern from Seattle University, 24 youth contributed, at different levels, to the success of this event such as:

- 3 participants hosted the event,
- 2 participants as ciTUBE (video projection),
- 2 participants in charge of filming and taking photos during the event,
- 12 participants as ciPLAY members (theatre),
- 5 participants as ciBAND (music),
- 2 participants in the artwork exhibition,
- 6 participants in the organization team.



The audience was delighted by the talent and creativity of the EMY participants: "This is my first visit to Connect Institute and Morocco. I am very moved by the energy and talents of the young people of this institute. I will definitely come back" (Denise Dahrouj - Labour Inspector), "Moments of happiness together with the Connect Institute's youth full of energy and inspiration" (Touria Hadraoui – singer), "Connect Institute is truly an island of freshness and dynamism!" (Leyre Lozano – General Consul, Spain).

Connect Institute is also organizing a series of concerts with local but internationally renowned artists, events that are possible thanks to the funding we received from OCP. As part of our empowerment objective we pursue at Connect Institute, EMY participants are in charge of the entire organization: advertise the events, organize the events, receive the guests and work on the logistics. This is intended as an exercise for our participants to help them build their professional skills and encourage them to work in a professional manner.

**Concert Driss El Maloumi**- after working with Connect Institute in several occasions, the worldwide known artist answered our invitation to perform in a concert. The event was attended by 70 people, including some of our participants. 5 EMY participants organized the entire event, advertise the concert, and work on the technical organization of the event.

**MasterClass** with Farida Benlyazid- Connect Institute received, for the second time, the great Moroccan filmmaker that spent two days working on a documentary with our participants. Farida's advices assisted the participants through the process of writing the script and filming the footage. The documentary portraits the daily difficulties Moroccan youth face and the methods our participants adopt to overcome them. The documentary proves that our youth are able to make a difference as long as they believe in their potential and work to develop it.

MasterClass with Terry Baum, American playwright and politician - a three days MasterClass concentrated on screenplay writing, improvisation and storytelling. The participants had to write a play of two characters, tackling topics that mattered to them such as Marrying a minor, Tattoo, Mischief, A world of disorder, etc and then received inputs and remarks from Terry. ciPLAY showcased their work and Terry Baum performed passages from some of her plays, accompanied by Rosalia, facilitator of Acting and Creative Writing. As Terry is also a movie maker, she also shared her movies with the young attendees. This MasterClass was an opportunity for our participants to learn and improve their acting skills, expand their life perspectives, exchange and get inspired.

#### **Visitors (exchange)**

We received the visit of 18 members of a French association called "Étudiants et Développement" for one-day exchange. After the introductory meeting in which the guests were presented the Connect Institute's mission, values, programs and outcomes, they joined some of our sessions. These sessions represented an opportunity for the youth, from the two countries, to interact with each other and make the best out of their



differences. We encourage the exchange between young people in order to foster their self-discovery and the ability to better define their future.

**DRH Norway** – for a week we hosted 3 international students coming from a school in Norway, DRH. They (one girl from Slovakia, one girl from Romania and a boy from Hungary) made presentations about their volunteering projects in different countries in the world, organized a teambuilding workshop for our participants, and participated in all the sessions organized during the week. Iulia, the Romanian girl, passionate about singing merged her talent with the ones of 2 EMY participants, Latifa and Anouar, in creating a blend between Moroccan, Romanian and international songs. The exchange between so varied cultures and traditions issued rich debates and discussions that made the participants more aware of the similarities and differences between the people of the world.

**IHP students** – Connect Institute hosted, for the fourth time, a group of 28 American students. After the guests benefited from a private session on climate change with Mr. Taha Balafrej they had been invited to showcase their talent in theatre, music, and storytelling, in a session organized by the EMY participants. The visit was other opportunity for our participants to exchange, share opinions and develop friendships with students of other nationality.

**Internship** – since the 4th of January we hosted an intern, Hannah Isbell, from Seattle University for 2 and a half months. Her internship was possible thanks to the agreement we signed with the Seattle University that facilitates and enhances academic and research cooperation between the two parties. Hannah facilitated writing sessions for some of the participants, made presentations about various topics, established partnerships with an American volunteering platform, and exchanged with our participants. Such experiences are a win-win situation for both our participants and guests, giving them the chance to interact and discover new perspectives.

**Debate with Philip Holzapfel,** Head of Political Affairs, Press, Culture and Information of the EU Delegation in Rabat, and the agricultural operators in the Souss region. The theme of the debate: "Morocco - EU, a partnership of value(s)". The meeting gathered 13 agricultural producers and 15 of our participants. At Connect Institute, we encourage this type of meetings in order to create a link between the various players of the society: young people with the older generations, institutions with companies, Morocco with different countries of the world. In addition to the fruitful discussions between the youth, the economic operators and our guest, the evening continued with music. One of our participants, the young talented guitarist Anouar Ait Elhaj- Ali, accompanied Philip that played trumpet. Other participant, Oumaima Id Bounid, recited slam-poetry that she wrote herself, thrilling the audience with her writing style.

# Visits, outreach, projected activities

On February 20, we received the visit of Mr. Adam Thibault from the MEPI MedRegion Office, at the U.S Embassy in Rabat, that conducted a short organizational and financial



review. He also helped us with instructions on how to draft our manual of procedures and policies. Later, Mrs. Erika Thibault joined and the two guests took the opportunity to interact with our participants during our weekly debate session, DARDACHA. The debate's topic was based on a RFI radio show: Maroc: le plaisir féminin, nouvelle préoccupation du couple moderne? (Maroc - the woman's pleasure, a new concern of the modern couple?). The discussion tackled different other topics such as: sexual harassment in Morocco, sexual education in the Moroccan school, the difference between love and sex, the Moroccan family's attitude towards the children's questions regarding sexuality, differences and similarities between women and men in Morocco, etc. The discussion was an opportunity for the participants to break the taboos and voice their concerns regarding the lack of sexual education in schools and in society at large. The two guests expressed their surprise in finding a community of open-minded youth, willing to expose the meanders of the Moroccan taboos, and to freely express their opinions.

Conform with the program's objectives we will concentrate our effort on guiding our participants in finalizing their TECH projects. For the month of April, we will have: 2 tech seminars, each with 3 business people from tech field; 2 Web development workshops to help our participants get more knowledge on how to make a website; 2 Web design workshops to teach them about visual identity, user experience and user interface; and 2 business workshops to reinforce their project ability to produce revenues.

## Operating environment

The first month of this quarter coincided with the exam period and most of our participants were busy preparing or taking exams. Hence, their presence was very low compared to our expectations and the programmed sessions and workshops had to be delayed due to the lack of participants. As the participants couldn't find time to come together due to their scattered schedules, the work for their final projects was compromised. Moreover, the engagement of some of the participants was very low, showing no willingness to actively participate in the sessions, in the group work, or the weekly exercises.

Nevertheless, towards the end of this quarter we could notice the struggle of the groups and the efforts they made to catch up with their preparations for the final projects. The TECH sessions helped them to pitch their projects and to develop their business ideas.

We encountered different situations in which the participants confessed their financial difficulties that impede them from coming regularly to the institute. Also, we received emails from four participants informing us they drop out because of their school schedule or other commitments. During debates and discussions few participants often told us about their daily issues that shakes their moral balance and exposes them to negativity. However, commitment, involvement, accuracy, reliability and excellence face difficulties to emerge in the Moroccan society. Moreover, we learnt that the youth's empowerment is an outcome of many inputs and not the solely result of certain training sessions and activities. At Connect Institute, we multiplied the inputs creating the Cultural Center, Tamakkoun, Darkom (cross-cultural center) so that our participants can exchange with



international guests and youths, organize events and cultural activities, and create their own projects.

Our new venue allows us to organize large events that target the larger public from Agadir. During the public events organized at our institute we received more than 800 people that came to know about our programs and participants.



# April – June 2017

## Summary of activities

During the reporting quarter we put all our efforts into supporting and motivating our participants to complete their final projects and work into implementing them. We led TECH coaching sessions, invited web specialists, and visited NUMA in Casablanca (coworking space for startups) to help our participants in getting as many as possible inputs from different entrepreneurs. At the end of May, the coaching sessions with the EMY participants had been finalized and grace to other programs we run, we invited the EMY participants to attend and/or help in organizing different events, activities and exchanges. Thus, we organized a concert with Touria Hadraoui that caught the attention of the media (national TV channel- 2M and local radio station – Luxe Radio Agadir). In addition, we organized a 4 days' workshop on citizenship awareness with the university professor and doctor in Sociology Brahim Labari.

Consistently with our values and mission, we continued into organized storytelling competitions, FEED sessions, music and theatre evenings for which part of EMY participants made the most of the work as a training for their professional life and make the transition to employment. We also hosted international students and teachers from Seattle University for 4 full days and students from Minnesota University that led to beautiful experiences, interesting discussions, and sharing of ideas, cultures, and concepts. We believe that meeting people from different cultures and exchanging with them, we empower our youths in broadening their knowledge, become aware of the world's issues and inspire them to take a stand and make a life of their own.

# Work plan progress

For the first weeks of the quarter we continued some of our core activities, such as DARDACHA (debating sessions) and [p+100+20] sessions (writing, reading, communication) to help the participants strengthen their critical thinking skills and exchange ideas and opinions. For the rest of the quarter we shaped activities, workshops and meetings aimed at supporting the participants in developing their final projects, learn from young entrepreneurs, find out about good project ideas that transformed into successful businesses, encountered challenges and lesson learnt by the latter.

**TECH days** —we organized two-day coaching and workshops sessions with web entrepreneurs and specialists: Mehdi Reghai (TECH facilitator in Connect Institute), Mohamed Bouhssani (entrepreneur and consultant), Mohamed Bakari (entrepreneur and photographer), Adam Bouhadma (founder and CEO of 9rayti.com), Hicham Addy and Bilal Daifi (web entrepreneurs). The main points of discussion: social entrepreneurship, the creation of startups, the quality of digital content in Morocco, the comparison between the path of an entrepreneur and that of an employee, development of a project and a



commercial offer, difficulties encountered when starting a business, innovative projects in technology, software used by the developers, mobile apps and techniques used for the promotion, advertisement on social networks, etc. The guests exchanged with the EMY participants that received feedback and advices to improve their final projects.

To maximize the exchange, enrich the discussions and cover different discussion points, apart from the EMY participants a total of +150 youth from the tech community in Agadir participated in the events.

Both EMY participants and guests had been very pleased with these experiences and declared that they have learnt many new and interesting things: "Thank you for giving us the opportunity to discuss with Bilal and Hicham. In Agadir this is the first time when we had the change to attend an event like this." (Mehdi Ghraiba), "I appreciated the simplicity and frankness of the speakers, usually the conferences are annoying and does not help us but this time it was very motivating." (Daoudi Hind), "I received a good dose of motivation today to push my limits and work even harder" (Badr El Baz), "I did not know that you were here in Agadir. I like the installation of your establishment that inspires the Startup spirit, and we would like to attend other events here" (Messoud Ait Addi), "The event was inspiring and I hope there will be others like it" (Mohammed Chiboub).

**Workshop on citizenship awareness with Dr. Brahim Labari** - Dr. Labari is researcher and professor of Sociology at Ibn Zohr University. The aim of the four-day workshop was to introduce and promote active and positive citizenship. For the field work the EMY participants had been divided into groups of 3 and had to behave as an "observatory" of acts of incivility, in different locations of the city (bus station, mosque, market, taxi station, etc).

During the last session of the workshop the participants presented the findings of their field work and discussed what it takes to become a good citizen. One core objective of the EMY program is the citizen knowledge and understanding, and with guidance from Mr. Labari our EMY participants are now more cognizant about their rights, freedoms, and responsibilities.

Conference with Taha Balafrej "Les compétences pour une vie active épanouie"- Mr. Balafrej introduced the participants to the key competences and skills required of today's job market. A market demanding skills, that are not prepared by the traditional educational system, and placing the youth in the situation in which they have to double their efforts in order to succeed and challenge themselves out of their comfort zones. We are witnessing an alarming rise of conformity and irresponsibility among Moroccan youth and the road towards the change is paved with difficulties, hard work and commitment. These key thoughts and values had been inculcated along all the program as incentives for personal and social change and that emphases the real needs of today's Moroccan society.

**Visit to the University EMINES UM6P-** the founder of Connect Institute honored the invitation of the director, Nicolas Cheimanoff, to hold a conference with the theme: *Quel avenir construisons-nous?*" in the premises of EMINES University from Ben Guerir. The visit was also an opportunity for 5 EMY participants to interact, exchange and discover



the facilities of this university that trains the future Moroccan leaders. The visit to EMINES was the beginning of the collaboration between the parts and will further develop through the visit of EMINES students at Connect Institute.

Visit and exchange with NUMA Casablanca (co-working space for startups) - 8 EMY participants and projects holders went to Casablanca, with the occasion of HIKAYAT 10 organized in the NUMA premises from Casablanca. They used this as an opportunity to discuss with NUMA entrepreneurs about their final projects, check the strengths and weakness of their projects and receive advices from them.

**PITCH-** on June 3, the EMY participants presented their 10 final projects that embody the possibility to be implemented and bring revenues. There is a short description of each projects.

<u>AY Creative Studio</u> – multimedia production company that specializes in creating and producing digital content in forms of videos, photos and illustrations to promote the content of potential clients. The aspiring company has also the capacity to assist the clients in creating specific content for social media to generate traffic that can lead to potential customers.

<u>Universe Pic</u> – audiovisual agency creating photos and videos for a large array of events.

<u>Explore</u> – travelling blog targeting women where they can share their experiences through articles, videos and photos giving the potential new travelers advices about the safe itineraries.

<u>BudgeTours</u> - low budget travelling agency with a safety feature, the GPS monitoring system, offering competitive prices with the goal of attracting foreign travelers.

<u>B-There</u> – service that produces 360° interactive virtual tours for interested clients and companies.

<u>AgaTour</u> – mobile application that promotes itineraries in Agadir and region for both Moroccans and tourists.

<u>ciBadges</u> – web platform that digitalizes the process of learning and delivers online badges as a reward. It is an alternative learning pathway to track and recognize students' efforts.

<u>SliceShare</u> – online platform allowing its users to find nearby families willing to prepare and serve them homemade meals at affordable prices. The platform connects the client with the provider in a win-win situation: the client finds the closest location, reads the recommendations of previous tourists and enjoy homemade meals in a familial setting at best prices, and the provider create revenues, make new friends and discover other cultures.

<u>L'Garage</u> – center dedicated to musicians where they can meet, exchange, rehearse together, and sharpen their skills. L'Garage offers: music rehearsals studio, music hall, and sound accompaniment.



<u>Amoudou-Bike</u> – agency offering a wide variety of Enduro mountain bike tours in some of the most interesting places in Morocco. They use videos captured in the expeditions and share them in their YouTube channel to attract new customers.

Selection of the winning projects – on June 17 the five best projects were chosen as winners in a round-table meeting chaired by Mr. Balafrej. The process of selection was collective and took place in a transparent and democratic manner based on 5 main criteria:

- Degree of commitment, hard work, and reliability of the team members, especially of the team leader,
- Technological dimension of the project,
- Existence/lack of an official workplace,
- State of advancement,
- Feasibility

In a smaller extent we took into consideration the motivation of the members, their perseverance and participation along the program. After the projects were selected we agreed with the leaders to provide us with the detailed list of equipment they need to implement their projects, in order to start their acquisition.

The winning projects are not necessarily projects that can be straightforward implemented and that lead to successful businesses. We aimed at shifting the participants' mindset towards the possibility to start something on their own, try new paths and be open to challenge instead of being passive and wait for something to happen. Moreover, it is well known that the startups' rate of success of is very low and hence we believe that 6 months are not enough to find a business idea, develop the project and even implement it. The youth in Morocco are not into the business mindset as they consider that only persons with a lot of experience can start a business or implemented an idea. These 6 months during which our EMY participants had to come up with a business idea and work to develop a project took considerable effort to make them believe that it is possible. Many of them quit the idea even before starting to work on it as they felt it is an enormous task and, despite our support, they are not prepared to undertake the responsibility and work that comes with it.

On June 24, we invited the members of the 5 winning teams to discuss the last details and steps before purchasing the equipment needed for their projects. This final step coincided with the Eid holiday which is a period of travel and break from any activity. Moreover, the groups undergone various changes among the members of the teams, the projects' ideas, and met many difficulties to come together and work.

Other than finalizing the program with a team project, Connect Institute underlined the importance of critical thinking and skills required by today's employers: leadership, communication, interpersonal skills and worked with the participants on developing them. Through this exercise of working in groups, the EMY participants declared they learnt and became more aware of the challenges of the teamwork and the struggle of delivering a joint product.



## Program activities

As part of the empowerment objective we pursue at Connect Institute we gave our participants the stimulus to organize events and activities, as we strongly believe that this was an opportunity for them to train for their future professional lives, make mistakes and learn from them. They demonstrated that the EMY program helped them in acquiring the understanding so that good results and success comes only with hard work and maturity.

**Concert Touria Hadraoui**- Touria Hadraoui has several strings to its bow. After having taught philosophy, practiced the profession of journalist, she specialized in traditional song Melhoun. She than became the first woman in Morocco to dare to sing a genre until then masculine.

Currently, she is considered one of the great icons of the genre, and music enthusiasts and musicologists invite her to travel the world to satisfy an increasingly wide audience. Connect Institute and hence EMY participants had the privilege to organize a concert with her and welcome more than 60 guests including the national TV channel- 2M. Our EMY participants were in charge of the entire event, the advertisement, the logistics and the guests' reception.

**Conference Taha Balafrej** – with the theme "*Education and youth in Morocco*" during which Mr. Balafrej discussed recent statistics on the Moroccan education sector. One worrying observation was reaffirmed: the Moroccan youths are the victim of a failing education system and was concluded by a question: What should a young Moroccan do? The conference was held when the guests from Seattle University were at Connect Institute and gave them the circumstances to discuss with Moroccan youth this matter. They all agreed on the importance of the problem's awareness, the individual effort and the belonging to a supportive community.

**Musical evening** – with the Association Ahbab Al Andalucia. For the event there were invited young gadaris musicians, Amine Bouhdaoui and Youssef Elhousni, and the association Ahbab Al Andalucia that is a cultural association of Gharnati and Andalusian music created in Agadir by enthusiasts of this genres. The EMY participants, from ciPLAY (our theatre group) took the chance to play their newest play – the Conscious Manportraying topics of current Moroccan newsreel such as the discovery of the oldest Homo Sapiens fossil in El Youssoufia and the Baccalaureate exam.

**Theatre evening** – an event entirely organized by our EMY participants that invited a local theatre troupe called "Drameria". They played Taghart – through an analogy with drought, they portrayed subjects of cultural alienation and intellectual anesthesia describing the mindset of the current society's faults.

**HIKAYAT 8TH, 9TH and 10TH editions**- Connect Institute' storytelling competitions proves that the Moroccan youth are talented and creative, and that in the enabling environment their potential can be further nourished. The three editions gathered more than 20 storytellers, both EMY participants and guests. The languages were also diversified, spanning from Arabic, French, English, and Amazigh. The stories tackled



different issues, some including taboo topics: menstruation, homosexuality or invented stories: "the sun and the wind", "hope", "story of a change", "the myth of the cave", etc. The 9th edition was organized at the same time when the Seattle University students came to Connect Institute and grant the favorable circumstances of an ample exchange that made both our guests and EMY participants enthusiastic of the experience. The 10th edition was organized in Casablanca, at NUMA headquarters enabling our participants and team interact and exchange with entrepreneurs from all over Morocco, and to prove themselves an example of the aspiring Moroccan youth.

**FEED- 75th and 76th** editions welcomed Amen Viana, a Togolese musician, singer and composer, and Mokthar Samba, world known percussionist. The guests shared with our participants the stories of their lives, the challenges and difficulties they encountered in their struggle to fulfill their dreams. Their stories had many things in common: the success comes due to hard work, patience, and multiple sleepless nights, and that one should pursue its own life decisions despite the refusal of the others. Through these sessions, once again, we underline and inspire our youth to pursue their dreams and work for what they want to accomplish in their lives, and foster their critical thinking skills envisioned to increase their employability.

#### Visitors (exchange)

**Seattle University students and teachers**- Connect Institute hosted 8 American students accompanied by two teachers from Seattle University (**video 1**, **video 2**, **video 3**). The guests spent 4 full days and nights in our institute and shared meals, worked together and exchanged with our participants on several topics. These encounters represented an opportunity for the youth, from the two countries, to interact with each other and make the best out of their differences. We always encourage the exchange between young people in order to foster their self-discovery and the ability to better define their future.

Besides the rich exchange, both EMY and Seattle University students had been very delighted of the chance to develop friendships with youth from such a different culture than their own.

"What we've found [at Connect Institute] went way beyond our expectations. It's been a very rich and beautiful experience, one that we really hope to repeat. In fact, we're planning of coming back next year with another group. It's been a sharing of ideas, a sharing of cultures, a sharing of concepts, sharing of food...indeed a rich experience" (Reinking Viktor, Chair of Modern Languages Department, Seattle University- U.S.), "It was a great 4 days. We have talked about serious things and questions, and came up with some solutions. Other than that, the best thing about it was making new friends, being around Moroccans, speaking and learning from them, playing soccer and going to the beach, and exploring Agadir" (Genevieve - student), "This experience was definitely completely different than what I expected. I expected to walk into an institute with well-minded people who were doing good work and happened to be young. What I discovered was so much more than that. I think all of us found that we were in a space that promoted and inspired creativity, and in that space so many people that not only thought critically about their lives and the lives around them but also about the world in general and how



they can impact the world with their skills. To be able to be in an environment with so much life in it, that was something I will take with me for a long time" (Marthadina - student).

In the program that Connect Institute' team together with EMY participants shaped for the guests from Seattle University had been discussions, conferences, music and dance, concert, storytelling competition, and outdoor activities and trips exploring the city.

Minnesota University students – we encourage our participants to share their network with their peers, contribute to the dissemination of relevant and inspiring stories, and spur the exchange between people around the world. Hence, one of our participants, Marya Joudani, invited 7 students from Minnesota University to visit our institute, spend time and discuss with our participants. We watched a documentary called "Casa Nayda" made by Farida Belyazid (one of the few Moroccan female screenwriters) depicting a Moroccan cultural movement, essentially musical in character and in particular rap, Hard Rock and Jazz, started in Casablanca. The documentary glinted an interesting discussion between our participants and Minnesota students about culture, music festivals and education in Morocco. The discussion was followed by an open mic evening where 2 of our EMY participants and 1 Minnesota student sang songs accompanied by guitar: "We found the youth inclusive and open minded. The welcoming atmosphere of the newly designed building made it easy to feel supported in our journey experiencing Moroccan culture" (Leah- Minnesota student).

### Visits, outreach, projected activities

On July 15, there will be organized the 7<sup>th</sup> edition of AGORA within which the 5 winning teams will present their projects, lessons learnt and challenges faced within their groups.

# o Operating environment

We acknowledge that during this quarter we had to double our efforts to motivate our participants to come and work together for their projects. Again, starting with the middle of the quarter the exam period prevented our participants from continuous presence. After the exam period there was Ramadan and the national holiday Eid when the students are traveling back to their homes (villages and towns nearby Agadir) to celebrate, together with their families, the ending of the fasting period.

However, we are grateful for the opportunity to implement and coordinate the EMY program thanks to which Connect Institute has been able to develop its activities aimed at supporting young people and facilitate their professional integration. Since November 2016, some of the EMY alumni have extended their participation and worked voluntarily at Connect Institute, coming almost daily, to help with the setting in its new premises, to prepare, organize and animate workshops for children, cultural events and activities, receive foreign students for intercultural studies and exchange with them.

It was an opportunity for them to: implement and share skills acquired during their participation in the EMY program, live new experiences that later on will help them in their jobs, learn new skills that prepared them for the professional integration, and forge



new relations with youth from Morocco and abroad.

We created a survey to assess our performance and get an overview of what the participants think they've learnt while at Connect Institute. Hence, among the highest scores are the headlines that affirm the following: our participants developed their critical thinking (76,3%), are feeling more prepared to speak in public (63,2%), they know themselves better (52,6%), they feel they belong to a community [of people alike] (44,7%), are more aware of their responsibilities in the society (39,5%), understand better the Moroccan society (39,5%) and the world in general (36,8%). We consider the results satisfying since discussing with our participants an article from New York Times "Mis-educating the young" they agreed that the issues of today's youth identified in the article apply for Moroccan youth as well. The article points at the traditional educational system that fails in preparing the youth for the real life, and the information economy that shakes the clear milestones our parents were following. By the end of their 20s they were already settled down and financially independent. Nowadays, the youth are disoriented and bouncing around more hoping that with more added experiences they will discover themselves and find out to what they are better at. The conclusion of the article summarizes the situation: "Before, there were social structures that could guide young adults as they gradually figured out the big questions of life. Now, those structures are gone. Young people are confronted by the existential questions right away. They're going to feel lost if they have no sense of what they're pointing toward, if they have no vision of the holy grails on the distant shore."

One of Connect Institute's goals is to support youth in finding their own path and provide them with the tools they need to design the life they envisage for themselves, with the hope that these navigational skills will help them to lead a content adulthood life.



# **July 2017**

## Summary of activities

The reported period was used to distribute the equipment required by the members of the winning projects to implement their projects. It was also a period of preparation for the closure of the EMY program and support given to the winning teams to make the last updates in their projects.

AGORA 7, our biannual event, was dedicated for the closure of the EMY program and we had the pleasure to welcome Mr. Bhalla Manu, the Director of MEPI, and Ms. Fatna El Bouih, writer and Human Right activist, as guest speaker.

# Work plan progress

The winning teams that received the tech equipment are:

- **Universe Pic** audiovisual agency creating photos and videos for a large array of events
- **B-There** service that produces 360° interactive virtual tours for interested clients and companies.
- **ciBadges** web platform that digitalizes the process of learning and delivers online badges as a reward. It is an alternative learning pathway to track and recognize students' efforts.
- SliceShare online platform allowing its users to find nearby families willing to prepare and serve them homemade meals at affordable prices. The platform connects the client with the provider in a win-win situation: the client finds the closest location, reads the recommendations of previous tourists and enjoy homemade meals in a familial setting at best prices, and the provider create revenues, make new friends and discover other cultures.
- **Amudu-Bike** agency offering a wide variety of Enduro mountain bike tours in some of the most interesting places in Morocco. They use videos captured in the expeditions and share them in their YouTube channel to attract new customers.

The top 5 projects were selected based on 5 main criteria, in a transparent and democratic manner:

- Degree of commitment, hard work, and reliability of the team members, especially of the team leader,
- Technological dimension of the project,
- Existence/lack of an official workplace,



- State of advancement,
- Feasibility

In a smaller extent we took into consideration the motivation of the members, their perseverance and participation along the program. As we agreed with the team leaders, on June 17, they provided us with a detailed list of the needed equipment and we did the purchasing accordingly. However, the members of ciBadges and SliceShare couldn't reach a common decision and after the closing event they asked us if they could purchase some other equipment within the amount of \$2000. We asked approval from MEPI and it was declined as the supply costs after the period of performance of the award are not allowed.

In the first week of July, the teams met with Mehdi Reghai, the TECH facilitator, to discuss the potential improvements to be brought to the projects and the template to be used in the final presentation during AGORA 7. Nevertheless, for the content of the closure ceremony was very rich, the 5 teams didn't have time to make a thorough presentation, as it was planned, but a brief one.

### o Program activities

As part of the empowerment objective we pursue at Connect Institute we encouraged our youth to entirely organize AGORA 7, the closing ceremony of the EMY program. They demonstrated, once again, that they are now able to take full responsibility for their tasks and became aware that success comes only with hard work and reliability.

The 7th edition hosted Ms. Fatna El Bouih, writer and Human Rights activist, and Mr. Manu Bhalla, Director MEPI.

#### In the program:

- Sculpture exhibition "Amarg n'Ounamir" of Khalid Assallami
- Photo exhibition "Moroccan crafts"
- Projection documentary "Tiq F'nfssek" realized by the EMY participants under the coordination of Farida Benlyazid,
- Theatre play "L'Homme Conscient" realized by ciPLAY,
- Music by ciBAND,
- Intervention of the guest speaker Fatna El Bouih,
- Presentation results of EMY program,
- Presentation final projects
- Intervention of Mr. Manu Bhalla,
- Delivery of certificates,
- Coffee-break

More than 40 participants contributed, at different levels, to the success of the closing ceremony:

- 3 participants in the organization team,
- 5 participants in the photo exhibition,



- 1 participant in the sculpture exhibition,
- 8 participants in the realization of the documentary,
- 7 participants as ciPLAY (a play directed and performed by EMY participants),
- 4 participants as ciBAND,
- 12 participants members of the winning projects,
- 5 participants made testimonials about their personal experience, the skills they acquired, and the change they were part of thanks to the EMY program,
- 3 participants organized the coffee-break.

The numerous public, more than 200 persons, was delighted by the talent and creativity of the EMY participants. Our guest speaker, Ms. Fatna El Bouih declared: "A beautiful initiative, a beautiful project that gives freedom to young people and allows them to dream, that are however the things our young people lack the most. Thank you, young people for sharing, I have always believed in you."

#### Visits, outreach, projected activities

On July 15, for AGORA 7 we received the visit of Mr. Manu Bhalla, the Director of MEPI. He expressed his gratitude for what Connect Institute succeeded in doing for and together with the Moroccan youth. Moreover, Mr. Bhalla expressed his satisfaction at seeing the program evolve into an ecosystem that will ensure the continuity of the skills acquired during the program. He insisted that these skills are the keys for the professional future and that it will help the participants navigate the jobs of the future as no one knows what they will be like.

"My first word is wow! MEPI has a history of financing risky ideas as long as they are good, and Connect Institute's ecosystem is an example of that. I am so happy to witness today what has come of it...The future of jobs is changing so be flexible, take the soft skills you are picking up here: your creativity, your teamwork, and your ability to communicate. Put them at good use and do great things for yourselves, your families, and your country."



# Final Performance Report September 2015 – July 2017

## Summary of activities

During the EMY program, Connect Institute organized hundreds of activities for and with the youth. In addition to the designed modules agreed on in the scope of work of the MEPI grant, we organized additional activities and created new ones designed specifically to meet the participants' needs and to help them succeed in their personal and professional life. As part of the empowerment objective we pursue at Connect Institute the participants had been in charge of organizing different activities and cultural events to help them make the transition to employment and foster critical thinking, communication, teamwork, leadership, and creativity skills.

During the first interviews with the EMY participants, we noticed that the majority of the participants expressed hobbies, talents in music, theatre, design, photography, writing, etc. Hence, we encouraged the participants to integrate what we call the Ecosystem, a series of different sections in which the participants learnt about themselves, from others and together with others. They learnt to work in team, communicate better their ideas, speak in front of a public, make presentation, commit themselves and sustain the work they were doing. The Ecosystem further developed important soft skills that the participants picked during other activities designed in agreement with the MEPI guidelines.

The **Ecosystem** is a whole training in itself, in which the most participants realized they have some hidden talents and potential and learnt how to further cultivate them. We registered original productions such as: theatre plays written, directed and performed by our participants, the creation of a monthly magazine, entirely realized by the participants, the development of web applications and IT solutions for the needs of our program, video making and many other great products realized by our youth.

We also created customized sessions as we realized that the participants needed a boost to foster their writing skills, debating skills, their critical thinking, and the ability to clearly express their ideas, and speak in front of an audience.

Hence, we invented the **[p+100+20] exercise** where "p" stands for the pages the participants read every week, '100' stands for 100 words in which the participants made the synthesis of an article, and 20 for the number of seconds of a video that the participants recorded to reflect on an experience or share something of interest to them. This exercise encouraged our participants to read more, practice their writing skills, and learn how to defend their opinions to build stronger arguments.



**DARDACHA** session was created to enhance the participants debating skills. It took place on a weekly basis in which our participants and the Connect Institute's team members got to discuss articles from media, do presentations, and exchange ideas. It also served to improve the participants' commitment and motivation.

**GROW** is another weekly seminar facilitated by Dr. Taha Balafrej designed to enlarge participants' general knowledge and enhance their critical thinking. Each seminar lasted for 3 hours during which the participants learnt the art of expressing themselves clearly, developed self-confidence, exchanged ideas and opinions, improved ability to listen to others, developed curiosity, analyzed, and critiqued ideas.

Other cultural events and activities were created to introduce our participants to different competitions, encourage them to go out of their comfort zones, learn how to organize an event, foster teamwork skills, get inspired from leading figures in different domains, and further develop their potential:

- **-FEED** are monthly editions organized within our institute that gave our participants the opportunity to directly interact with local and international guests, address questions and express their own ideas in an informal context. Moreover, these editions aimed at inspiring and enabling our youth to make their own decisions and take responsibility for their own lives. FEED, was at the end of the EMY program, at its 76th edition in which more than 76 personalities visited our institute. Among our guests: Dwight L. Bush, Sr. (Ambassador of the United States to Morocco), Nabil Ayouch (Director, screenwriter, producer), Marie Françoise Marie-Nelly (Director World Bank), Michael Zammit Cutajar (Former Executive Secretary ONU) Monique Quesada (General Consul of the United States in Marseille), Kristen Dixon (Chef), Sylvia Gagliardi (Italian researcher in human rights), Malika Zarra (singer, composer, and music producer), Mahi Binebine (Moroccan writer, sculptor, painter).
- -AGORA large public event organized twice a year, that welcomes different figures to speak about their experiences, their successes and lessons learnt. The events had been an opportunity of EMY participants to showcase different pieces of music, theatre plays, sculpture and photo exhibitions. The 7th edition of AGORA was used for the closure of the EMY program and we invited Mr. Bhallu Manu (Director of MEPI) and Ms. Fatna El Bouih (writer and human rights activist). For the 7 editions of the event thousands of people had been in the audience and witnessed the realizations of our youths.
- -HIKAYAT a Storytelling competition organized by Connect Institute youth. Candidates are invited to tell a story, whether it is fiction or nonfiction, in 5 minutes, and in the language of their choice. The goal of the competition is to foster the storytellers' skills of speaking in front of an audience, master their emotions, and learn how to make their stories appealing to the public and the jury. HIKAYAT reached its 10th edition, 9 of them organized within our institute and 1 in Casablanca, and gathered more than 70 storytellers (both EMY participants and participants outside our institute).
- **-TARAB** is a competition for young and talented musicians from Agadir region. The goal of organizing such an event was to empower our EMY participants to take the responsibility of entirely organizing the event from the promotion of the event, the



logistics, and the guests' reception. In the 9th editions of TARAB more than 90 candidates expressed their musical creativity (among which EMY participants).

-SOULIMA is a competition for young and talented directors of Agadir who are interested in filmmaking. SOULIMA was organized by the EMY participants and reached its 2nd edition. The event gave the candidates the opportunity to meet people who shared their passion, expose their work, and develop their creativity. In the 2 editions there were 17 competing videos from which 5 belonged to EMY participants.

The modules and sessions designed in the scope of work of MEPI grant we organized are the following and each activity took place for different periods of time:

**NET** sessions in which the participants were taught how to transform the web and the social networks into useful tools to help them in their professional endeavors.

**JUMP** seminars with professionals from different fields of expertise and businesses aimed at inspiring our participants and help them to develop their own projects.

**LAB** co-working sessions in which the participants had been accompanied to work on concrete details leading to the development of their own business projects.

**TECH** sessions in which the participants were advised on how they can transform their ideas into concrete projects.

**TALK** sessions within the participants got to practice their English, develop their vocabulary, and broaden their knowledge about other cultures.

**ACTING** sessions aimed at enhancing the participants' self confidence, body language, self esteem, public speaking skills, and creativity.

**CREATIVE WRITING** sessions aimed at helping the participants better understand themselves, their society, and the complexity of the world they live in through writing.

**LIFE** sessions in which the participants were helped to develop their self-awareness, understand ones' strengths, and learn how to defeat their weaknesses.

## EMY Objectives' Progress

Prior to the program's official launching on October 21st 2015, we organized focus group sessions, pre-selection workshops and individual meetings with the EMY candidates. The aim was to get to know the youth in depth, understand their needs and concerns, hear their stories, identify potential weaknesses and shortages in their education, and find out more about their future endeavors. Most of the participants revealed their weakness in accomplishing simple tasks like communicating clearly an idea or defending a point of view.



Along with the quarterly evaluations: one-to-one evaluations and group evaluations we measured the improvements of the participants through various methods: regular attendance to the sessions, active participation in Connect Institute's activities, and realizations (web application, artwork, create a project, organizing activities and cultural events, performing in one of the sections of the Ecosystem, videos realized or articles sent for both the [p+100+20] exercise and ciMAG, etc).

We made use of the evaluations to reconnect with the participants individually, understand their worries, welcome their feedback and listen to their dreams and ambitions. The evaluations had also been used as a tool to adjust our approach. Throughout the program we witnessed the participants' progress (each participant with its own pace!): read more than initially, expressed themselves freely and with ease, enhanced their critical thinking, showed higher degree of commitment, improved ability to work in team, improved writing skills, improved self expression, showed higher citizenship awareness and knowledge. Although, during the meetings and activities, we saw that there it is still a lot more work to do in terms of commitment and taking charge of ones' responsibilities, we confide that the progress is significant for most of the participants.

Before the closure of the EMY program we created a survey to assess our performance and get an overview of what the EMY participants think they've learnt while at Connect Institute. Hence, among the highest scores and connected to the citizenship skills are the headlines that affirm the following: they feel they belong to a community [of people alike] (44,7%), are more aware of their responsibilities in the society (39,5%), understand better the Moroccan society (41%) and the world in general (36,8%). One of Connect Institute's goals is to support youth in finding their own path and provide them with the tools they need to design the life they envisage for themselves. We believe that thanks to the youths' participation in the EMY program and being part of the Connect Institute, the acquired skills will be put at use to actively involve in the life of their communities and act respectfully towards the society at large.

Our youth had also the chance to exchange with international students and guests, experiences that broadened their perspectives and gave them an idea of what other cultures are and how citizens of other countries act. Moreover, thanks to their insertion in the EMY program they understood the importance of being actively involved in the community and took volunteering position for different festivals and events in different cities in Morocco and even within our institute.

In the pre assessment survey, the participants declared they feel disorientated and confused as the current educational system fails in developing the students' soft skills and in providing them with practical and useful knowledge. The degree holders find themselves after graduating in front of a competitive labor market, which most of the time is not compatible with the graduates' acquired skills, reducing their chances of employability. They also expressed a need of a space where they can exteriorize their feelings and discuss their opinions without any prejudice and taboos, learn from successful people, and acquire new skills to better function in the community. Later in the program, some parents visited our institute and expressed their satisfaction regarding the changes they noticed in their youth's personality and behavior.



For each quarter we measured the impact of the program on the participants' employability skills and had individual discussions with the participants to help them go through the program and offer more support for the ones that were progressing at a very slow pace. When working in teams for their final projects, the participants declared the process is more challenging than they believed it would be. Many times the participants complained they have issues with their peers because of their lack of punctuality and degree of commitment.

We encouraged our participants to apply for part time jobs within their field of study and go for internships to get professional experience and become familiar with the tendencies of the job market. We had also encouraged and supported our participants with recommendation letter to apply for exchange programs either for U.S. or Europe. Throughout the program, 7 of the EMY participants had the chance to be selected in an exchange program. As part of our empowerment objective, we employed the skills of some participants to assist our staff in undertaking certain tasks for which they got remunerated. We noticed their progress in taking bigger responsibilities and that their time management skills had improved. At the same time, since November 2016, some of the EMY alumni extended their participation and worked voluntarily at Connect Institute, coming almost daily, to help with the setting in its new premises, to prepare, organize and animate workshops for children, cultural events and activities, receive foreign students for intercultural studies and exchange with them.

It was an opportunity for them to: implement and share skills acquired during their participation in the EMY program, live new experiences that later on will help them in their jobs, learn new skills that prepared them for the professional integration, and forge new relations with youth from Morocco and abroad. Our vision entails us to embark in our project people determined to work for the change, and thanks to the empowerment and the skills they acquired during the EMY program, we hired 2 EMY alumni as staff in charge of the management of the new programs.

We acknowledge that for some of the participants it was still challenging to commit in doing their tasks and take responsibility for their behavior. Often, we discussed with the participants on having a meeting or deliver a task and even though many of them agreed, the number of those who met the deadline was significantly lower. However, we are very satisfied with those that made progress and have accomplishments as we noticed a big difference between their personality and skills at the beginning and the closure of the program. Often, we received positive feedback from the employers where our participants were doing an internship or work. For instance, Nahla El Baqia was an intern and her manager was always praising her skills and commitment, saying she is different than the other interns. Ayoub Zguaid's manager was giving him more responsibilities as he noticed he is reliable and committed.

The members of the winning teams showed reliability and understanding of the job market requirements and declared they want to work hard to develop their projects as they strongly believed it will work.

Before the closure of the program we created a survey to assess our performance, hear from the students what they learnt while being at Connect Institute and in which measure



they acquired the skills required to find a job. They had 20 options to choose from with the condition to choose the top 10. The results are: 48,7% read more than before, 46,2% write more than before, 64,1% feel more confident to speak in public, 48,7% work better in team, 74,4% developed their critical thinking, and 53,8% know themselves better. We believe that given the Moroccan context where the latest statistics show a decline in jobs creation, combined with the relatively short period of time of the program, the results are satisfying.

#### Final Performance – Discussion

The running of the EMY program confirmed our initial diagnosis of the youth in our society and helped us shape a model to offer an alternative to this situation. The Moroccan society is facing big transitional changes, lack of confidence in the public services, and closed mindset to change as the King highlighted in his throne speech from July 30, 2017.

We addressed important issues such as the lack of curiosity, the lack of critical thinking and the lack in taking initiatives in addition to the social pressure that the youth undergo: parents' pressure, societal norms, and reconciling studies with the program. Few participants had been obliged by their families to quit the program invocating different reasons that allegedly contradicted their traditional and religious views. Also, some of the participants confessed their financial difficulties that impeded them from coming regularly to the institute.

In the exam periods or national holidays, the presence was lower compared to our expectations and many of the programmed sessions and workshops had to be delayed due to the lack of the participants. When having to work for their final projects, the participants couldn't find time to come together due to their scattered schedules, and affected the progress of their work. Moreover, the engagement of some of the participants was very low, showing no willingness to actively participate in the sessions, in the group work, or the weekly exercises. Hence, we have learnt that commitment, involvement, accuracy, reliability and excellence face difficulties to emerge in the Moroccan society. The program's structure and scope of work implied that the participants would had to go out of their comfort zones and get rid of their habits: come late, take responsibility to undertake a task and not deliver it in time, commit to a program and not respect it, find external reasons to absolve their faults and behavior, etc. Also, some of the participants proved they are resistant to change and didn't see the need of change. For some other participants from the EMY extension, the thought that they are enrolled in a program that lasts for only 6 months wasn't motivating enough to give them the stimulus to broaden their perspectives and work hard to accomplish their tasks.

On the other side, we had also been pleasantly surprised to witness the efforts of some of the participants to come as many times as possible, even if they weren't living in Agadir they asked their peers and friends from Agadir to host them over the night.



# o Project's coordination and collaboration

We are highly satisfied of the collaboration between Connect Institute' team, MEPI and the U.S. Embassy from Rabat. The good collaboration between the parts resulted in the smooth implementation and running of the project. Connect Institute received several visits from MEPI and the U.S. Embassy in Rabat that gave us the opportunity to exchange, and receive advice and feedback on our work.

We had the honor to welcome twice the Ambassador of the U.S. in Rabat, Mr Dwight L. Bush, SR and Mr. Bhalla Manu, MEPI Director.

Mr. Ambassador was impressed by the participants' talents, and competencies built within the EMY program: "This is like coming home to me. Connect Institute is one of the places that impress me the most. Every time I come, I see a group of excited young people, who are developing, not just their language skills, but also their social skills. The U.S. government supported this organization for years now, and our expectation is that we will continue to support. The reason we like to support it, is because we like to invest in success."

Mr. Bhalla Manu was present in the 5th and 7th editions of AGORA, occasions to visit our new facilities, enjoy the performances, and notice the participants' learning outcomes. He expressed his satisfaction in witnessing how the program evolved into an ecosystem that will ensure the continuity of the skills acquired by the participants: "My first word is wow! MEPI has a history of financing risky ideas as long as they are good, and Connect Institute's ecosystem is an example of that. I am so happy to witness today what has come of it...The future of jobs is changing so be flexible, take the soft skills you are picking up here: your creativity, your teamwork, and your ability to communicate. Put them at good use and do great things for yourselves, your families, and your country."

# o Limitations or weaknesses in the project

Since the launching of the EMY program, Connect Institute worked on empowering its youth, help them understand the Moroccan society and the world at large, assist them in sharpening essential soft skills, and provide them with the tools to become better, productive, and responsible persons. We used an approach based on proximity between the Connect Institute's team and the participants which sometimes led to an overload of work.

In November 2016, Connect Institute moved into a new venue, which slightly disrupted our work consistency in the first few days. Moreover, some participants met challenges in finding us for the area is not very well known and we had to take time in giving directions. Nevertheless, the new premises are spacious and fully equipped diminishing the work and the potential inconveniences of hosting our cultural activities and big events



elsewhere, as well as providing a friendly and inviting environment for our participants and guests. Along with the relocation, changes took place in the team. Sanaa Belabbes who was in charge with the coordination and the reporting of the EMY program, moved for personal reasons to Casablanca. The new team had relatively short time between the adjustment with the project's frame of work and the performance of their allocated tasks. The changes within the team slowed down for a little while the overall efficiency of the project's implementation.

In the nowadays "Facebook Era" we adapted our communication tools accordingly and instead of making use only of the traditional media, in which we had couple articles, we put much effort into expanding our network through social media, especially on Facebook and YouTube. Our Facebook page exceeds, at the moment, 10k fans and on our YouTube channel were uploaded 120+ videos. In plus, our weekly newsletter reached the edition no.161 and was sent to more than 2500 subscribers on a weekly basis.

In several cases it was difficult to find the coaches/facilitators needed for the planned activities while Agadir, unlike bigger cities, has economical and cultural shortages. For instance, the number of the JUMP sessions undertaken had been smaller that the number of the sessions initially proposed because we couldn't find persons with a certain profile of expertise. In plus, the budget allocated for some of the sessions for which we didn't find facilitators couldn't be transferred to other activities, not giving us the flexibility to bring ad-hoc adjustments to the program.

The selection of the new participants for the EMY extension coincided with the institute's relocation into new premises, and because we had a short time to make the transition from EMY to EMY extension, there was not enough time to apply the selection process we believed in. It then got reflected later during the program in the performance of the participants. The initial interviews and the group meetings with the new participants enabled us to identify their weaknesses related to the program objectives and the lack of some essential skills to develop the final projects. Other than supporting the members of the groups to advance with their final project, we focused on fostering their soft skills and empowering them with the intellectual tools to succeed in their personal and professional lives. Moreover, the mentoring and the knowledge transfer between the EMY participants and the newcomers was deficient in some cases since the beginning. The presence and the participation of the 15 selected participants from the EMY program was low at the beginning of the EMY extension due to their loaded schedule at school and the exam period. The project groups undergone various changes between the members of the teams, the projects' ideas, the members of the teams met many difficulties to come together to work, and their advancement was at a slower pace than we envisioned. Howsoever, we believe that 6 months is a too short period to find a business idea, develop a project and even implement it, in the given conditions that the most of the participants lacked the skills and the business mindset.



## Sustainability of the project and its impact

EMY program was designed to create lasting changes and foster skills that serve as the foundation for the participants' personal and professional lives. We have always encouraged our youth to continuously look to better their skills, to go out of their comfort zones and to assume the positive change. The program emerged into an ecosystem that will ensure the continuity of the skills acquired by the participants. The creativity, critical thinking, teamwork, communication skills cultivated within all the sections of our Ecosystem are keys to the professional future as no one knows what tomorrow's jobs are and how to prepare for them. The Ecosystem facilitated the knowledge transfer and exchange between the EMY participants and participants of different programs from Connect Institute and contributed to the feeling of belonging to a community. Through all the many activities and cultural events open to the public that we organized within the institute we also eased the interaction and the sharing of values with other youth, and inspired the latter to work and take charge of their own lives. Moreover, many sections of the Ecosystem will last grace to its members that will continue performing and act as ambassadors of Connect Institute values and lessons learnt.

When discussing the impact of the program on the participants' lives, the challenges they were willing to take thanks to the progress they made since enrolled in Connect Institute there are several examples to showcase. We assisted our youth in applying for exchange programs as we believe that such experiences help them develop a deeper understanding of diverse perspectives, develop their personalities, become self-assured, and cultivate their self-discovery. 7 EMY participants had been selected to go abroad and benefit from **exchange programs**: Rachid Alami and Zaina Dali spent 6 weeks in the U.S. with the MEPI exchange program, Aimane Idhajii attended three-week program "Young Leaders Visitors' in Sweden, Nahla El Baqia visited the White House with the "Let Girls Learn" initiative. At the moment the report is written, Youness Idihoum and Oumaima Fathi are in the U.S. with different programs and Ikbale Bouziane is preparing to go to the U.S. to study for a semester.

Our former participants took the initiative in creating an alumni association, **TAMAKKOUN Association**, to continue and to share what they have learnt during the EMY program at Connect Institute. Initiative-taking, dedication, hard work, commitment and building mindful youth communities all over the country is one of the association's prior interests. It also aims to help the Moroccan youth to develop concrete life projects through providing a series of cultural events, activities and seminars. The members of the association helped Connect Institute's team and EMY participants to organize different cultural events open to public. They wrote grant applications to international organizations and foundations to get financial support in order to carry their envisioned activities and projects. The TAMAKKOUN members performed theatre plays in front of large audiences in other cities around Agadir and took the opportunity to disseminate the values of Connect Institute and the outcomes of EMY participants. They had also launched "An Agent of Change" program consisting of a series of different workshops organized in



public and private schools from Agadir that are also disseminating the knowledge and skills acquired at Connect Institute during EMY program.

Moreover, 2 EMY alumni are now working at Connect Institute grace to the empowerment they were part of and which are doing a good job in helping at the implementation of another programs developed after the closure of EMY program. They are passing on the values acquired during the EMY program and serve as models for the Connect Institute's new groups of participants.

# o Project's overall success

On top of the hundreds of activities we organized, the dozens of international and national personalities, artists, and professionals from different domains that came to Connect Institute to share their experiences and success stories with our participants, and the thousands of guests we received during the program, we are mostly proud of the numerous achievements of our youth. The progress and the constant improvement of our participants make us believe this program was a real success.

Other that the individual improvements, at different pace, of the participants we name just few of their achievements: 21 editions of ciMAG (online magazine), 161 editions of the newsletters, 3 web applications (ciCHECK – an application that facilitates the tracking of attendance in Connect Institute; ciBADGES – a web platform that digitalizes the learning process and issues online badges, ciVOTE- an application that helps count the audience's votes during HIKAYAT and TARAB, the storytelling and the music competitions organized by Connect Institute), 1 website, 10 tech projects, 5 theatre plays (translated from international texts and adapted to the Moroccan society), 120+ videos. 12 songs, dozens of pages written, dozens of cultural events organized, intercultural exchange with 74 international students, dozens of artworks created, 7 EMY participants selected for abroad exchange programs, and the contribution of some of the EMY participants to implement other programs at Connect Institute. The achievements were possible thanks to the Connect Institute's enabling environment that nourished the participants' talents and potential.

The testimonials of the EMY participants during AGORA 7 speak for themselves. We also shared on our Facebook page and on our YouTube channel testimonials of other EMY participants that emphasize the same idea: the life-changing experience they are subject of thanks to their participation in the EMY program implemented by Connect Institute.

"My participation in EMY program at Connect Institute not only allowed me to acquire new skills but gave me the chance to travel to the United States and visit the White House as part of the Let Girls Learn initiative. The lesson that I learned from my stay is: If they can, you can, and I can, so why not give it a try?" (Nahla El Baqia, 22 years old)



"Thanks to the skills I developed at Connect Institute, I was selected to take part of the Global Undergraduate Exchange Program and, therefore, achieved my dream of studying abroad." (Ikbale Bouziane, 19 years old)

"Connect Institute was a unique experience. I did theater with ciPLAY which taught me punctuality, commitment, and teamwork. I also had the opportunity to develop my public speaking skills and express my ideas openly." (Jihane Nini, 21 years old)

"Before entering in the Ecosystem of Connect Institute I found it hard to freely express myself and discuss with others. I started making theatre with ciPLAY, sing with ciBAND, and assist to the DARDACHA sessions. The communication problems I had disappeared." (Badereddine Bouzouid, 24 years old)

"My experience in Connect Institute taught me the importance of participation. This is the reason that together with some friends, former EMY participants, we created TAMAKKOUN Association. Its goal is to share the lessons we learnt in Connect Institute with other young people from Morocco." (Jamal Kamali, 23 years old)

We are grateful for the opportunity to implement and coordinate the EMY program thanks to which Connect Institute has been able to develop its activities aimed at supporting young people and facilitate their professional integration. All the activities we undertook helped the participants discover their inner passions and talents, made them feel accountable for the lives they lead, and targeted the upholding of their soft skills, required by today's employers: communication, teamwork, critical thinking, and creativity.



# Achievements - in brief

When we look back to the work we did and the many challenges we faced, the thousands of people that attended our events, the dozens of international guests that visited us and the many connections we built, we are mostly proud of the achievements of our youths. They created individually and/or in teams:

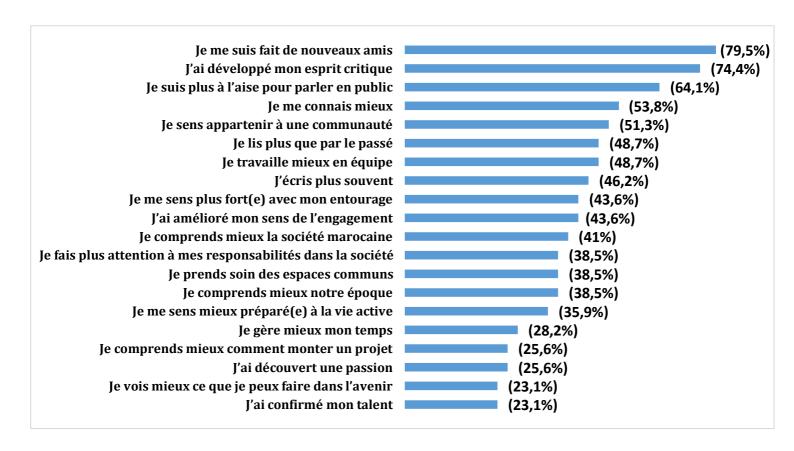
- ◆ 20 editions of ciMAG (our online magazine),
- ♦ 161 editions of the weekly newsletter,
- ♦ 3 web applications:
  - ✓ ciCHECK an application that facilitates the tracking of attendance in Connect Institute;
  - ✓ ciBADGES a web platform that digitalizes the learning process and issues online badges,
  - ✓ ciVOTE- an application that helps count the audience's votes during HIKAYAT and TARAB, the storytelling and the music competitions organized by Connect Institute
- ♦ 1 website.
- ♦ 15 tech projects,
- ♦ 5 theatre plays (translated from international texts and adapted to the Moroccan society),
- ♦ 120+ videos,
- ♦ 12 songs,
- intercultural exchanges with 74 international students,
- dozens of artworks
- dozens of pages written for the weekly exercises and reports of each activity,
- ♦ 7 EMY participants selected for abroad exchange programs,
- dozens of events organized in which the participants participated either in organization or in content.
- ♦ Alumni Association: TAMAKKOUN-
- an initiative of our former participants to continue and to share what they have learnt during the EMY program at Connect Institute. Initiative-taking, dedication, hard work, commitment and building mindful youth communities all over the country is one of the association's prior interests. It also aims to help the Moroccan youth to develop concrete life projects through providing a series of cultural events, activities and seminars.



# Survey

Survey summarizing our participants' acquirements

#### Qu'ont retenu nos jeunes de leur participation à Connect Institute ? Auto-évaluation





# **Testimonials**

#### Some of the participants:

#### Bilal Kasaoui (Zagora, 23 years old)

Mark twain was undoubtedly right when he said that the most important days in your life are the day you are born and the day you find out why. I was born in October 21, 2015 in Connect Institute, therefore it was my first important day. I was raised up by EMY program. The kind of articles I have read, the people I met, the music I listened to, and the theatre pieces I played made me grow. Through



readings I have discovered the world by myself. Using critical thinking I started understanding that the more I know, the more I need to know. Looking for advancement and betterment is one of Connect Institute principles.

Connect Institute led me to discover who I am and the abilities I have. For the first time I have had the chance to contact and talk to the real ME, which never happened before. My age is those people I have met in C.I including Mr. Dwight Bush, Nabile Aaouch , Najib El Makhtari, Michael Cutajar, Ahmed Herzenni, and very importantly C.I team, EMYst and EdArtst. All those people contributed to build my personality.

I am proud of whom I become. Before Connect Institute all what representing me was my ID; name, age and address were the only information I knew about myself and so the others.

Endless gratitude to Mr. Taha Balafrej for being a good second father. Thanks to him I came to answer the "why" question. I would like to thank also my friend who told me about Connect Institute. Again, I am very thankful to Connect Institute team that gave me this chance to express my feelings and thoughts concerning my experience in Connect Institute.

#### Ikbale Bouziane (Thinghir, 19 years old)



I, indeed, felt a great change in my personality after being enrolled in the institute.

The positivity, sense of belonging, and accomplishment are the stairs that I have to constantly climb in order to reach the faraway aims I set to myself. Before becoming the person I am today, I used to be an ambition-limited person who has the regular dream of every Moroccan citizen: getting a stable job after graduating. Now, I am more zealous than I ever was before.



My continuous interaction with my friends within and visitors from outside the institute provide me with a double-angled view on various areas and disciplines. Today, I am a critical thinker, an art enthusiast, and an accomplished dreamer.

Overall, being in Connect Institute mainly taught me how to embrace universal values and be a citizen of the world, while sitting on my pin bag, through the series of Master Classes, sessions, and regular events.

#### Marya Jooudani (Agadir, 23 years old)

In Connect Institute we are able to choose what we learn. Whatever your passion is, there is a place for you in the institute, as long as you commit to it. Yet, discovering your passion, isn't as easy as it sounds.



When I just became a part of Connect Institute, I had no Idea what I wanted to do with my life. As far as I knew, there were very

limited career choices for an economics student, and none of those choices was for me. However, in Connect Institute the learning process doesn't focus on a specific field. The skills we acquire are more humanitarian such as writing, reading, critical thinking, creativity and communication. Connect Institute also bears in mind the changes of the job market and makes sure we are aware of the requirements of today's world.

Knowing all this, I discovered that my education didn't prepare me for much and there was a lot I was lacking. Few weeks later, I offered my help to the staff members of Connect Institute, which they welcomed. Some of the tasks I got were really challenging and sometimes I was unable to accomplish them, but I was lucky to have such patient mentors who never hesitated to give me another chance.

Today I am still a part of ciDESK, the group of the participants volunteering to help the staff. And for a 22 years old I am more than lucky to be able to do a work that allows me to acquire many competencies.

#### • Fatima Zahra El Hafa (Ouled Taima, 23 years old)

Ever since I was young, I've had this urge and sense of responsibility, this feeling and belief of taking charge of things and making sure they get done and resolved. *This, however, was* done in an unproductive way and with no specific purpose. But ever since I joined Connect Institute, it helped me figure out how to direct that responsibly towards the betterment of myself and others. The emphasis on self-responsibility during my experience there, has taught me how to be beneficial to myself and society.



I also learnt to know the boundaries: to not underestimate myself too much to the point where I would always seek unrealistic perfection - which will end up in doing nothing - and to not hold myself at high standards where I would think of myself as not needing to improve. Connect Institute helped me figure out how to do that, and to always strive to improve while recognizing my efforts along the way. We live in a society that teaches us to take things for granted, that doesn't serve the implementation of the



volunteering mindset. We reached a point where we either expect others to do things for us (family, friends, the government) or -when we do them ourselves- expect to have everyone cheering us on. It killed our volunteering spirit, to a point where we would always expect a reward in return for our efforts. Furthermore, when we do know that there would be no reward, we tend to lay back and do a poor job. Results in a certain deficiency in our society.

Connect Institute has taught me to always continue on doing my best even if I am not given credit. I have got to understand that healthy relationships are the most valuable thing. One should always seek to build such relationships; where you support and value each other, where you give without expecting anything in return. Basically, to serve, not to be served!

#### Rachid Akdim (Tiznit, 26 years old)

Connect Institute is for me a chance to improve myself personally and professionally. Through all the activities in different fields, I found an opportunity to try a lot of new things, to discover my passion and also to share my knowledge. All of this shaped the way I see the world, how I act with the others and how I handle my problems. It certainly did change my mindset, from



being a pessimist who always used to put the blame on others, now I acknowledge that it is only up to me to change and improve myself.

The immersion in all the daily activities helped me to learn more about myself and seek to always experience something new to acquire new skills.

For example, I acted in two different plays, making me feel more confident about my potential and I believe this will impact my life positively.

#### Assim Amezghal (Taroudant, 22 years old)

Connect institute is my second home. It's the only place that gives me a chance to become aware of the things I didn't know about myself, to be more open to the world, and to respect other's opinion. Moreover, it's a place that connect different people who eventually became best friends.



I'm very different than the first day I came, I treat things openly and freely. Before, I was shy and I would prefer to not talk

but listen. Now, I appreciate myself more and I am able to express myself. I believe that everything I want is possible and that there are no limits, it's only us that create them.

Connect institute is a school of life. I consider myself fortunate to be one of the lucky participants that is entitled to be in this magic school that makes our lives more interesting and enriching.



#### Anouar Nait El-hah Ali (Safi, 23 years old)

I played guitar for several years now and I consider it the best way to express my thoughts and feelings. For my friends and family, it seemed a hobby but for me playing guitar was the thing that I couldn't survive without. Yet, I was not planning on having a career in music as I was told that becoming an artist is a too risky career option. Moreover, I wanted to comply with everyone decisions about what I should do with my life...



Then, after joining Connect Institute, I had the chance to perform my music and share my passion with others. Everyone in the institute supported me and appreciated my music. The institute also gave me the chance to meet and work with many successful musicians such as Malika Zarra, Driss El Maloumi, Touria Hadraoui, etc.

The time I spent in the institute allowed me to gain a new perspective on what I want to do with my life and on how to make it happen. It's not always easy to make big decisions in your life but thanks to the support of all at Connect Institute I made the decision to make a living out of the one thing I love: music!

#### Mohamed Douhate (Agadir, 28 years old)

Mon histoire est celle d'un gamin partager entre plusieurs idéologies et cultures voulant s'accaparer de son existence. J'ai passé une partie de mon enfance en France de 0 à 10ans une vie banale, je me sentais plutôt bien en générale, mais il y avait quand même un sentiment désagréable, qui me rappelait constamment que je n'étais pas chez-moi, rien de trop méchant, le petit marocain a appris à s'adapter.



Puis ma vie a pris un autre tournant, on m'a informé que j'allais retourner chezmoi au Maroc, un chez-moi que je ne connaissais pas. J'ai eu un choque assez violent quand on m'a bien fait comprendre que ma vision de la vie n'était pas la bien venu, j'ai jamais réussi à m'intégrer, on me trouvait pas assez marocain. Partager entre le désire de mes parents, la société, la religion je me suis retrouvé dans une tornade qui a ravagé toute ma motivation et ma concentration sur la construction de mon avenir. J'ai quitté l'école, je ne savais plus quoi faire, je ne voulais plus rien faire et il n'y avait personne à qui en parler.

Après une légère prise de conscience de ma décadence, le constat était accablant. Ce n'est donc qu'a l'âge de 20ans que je me suis décidé de me reprendre en main lentement, mais avec un but très précis, être heureux. Malheureusement beaucoup de parole et aucune action. 5 ans après je fais la découverte de Connect Institute.

Heureux d'entendre qu'il y est d'autre personnes qui partage la même vision de la vie que moi sur le respect des différences, l'émancipation intellectuelle, l'élévation par l'enrichissement intellectuelle, travailler ensemble et se soutenir pour réussir. C'est àtravers une multitude d'activités que j'ai regagné confiance en moi, j'ai réalisé des choses que je n'aurais jamais imaginé avoir le courage de faire. J'ai participé à la réalisation de pièces théâtrales, j'ai fait des exposés, j'ai retrouvé le gout de la lecture et de l'écriture, j'ai aidé dans l'organisation d'événements, j'ai appris à refaire confiance aux autres et j'en passe.



C'est en étant immergé dans cet univers que j'ai remarqué que Connect Institute n'était pas ici que pour me redonner de l'espoir, il ne s'agit plus que de ma personne mais d'un changement sur lequel je me dois de travailler, qui a pour but de connecter les gens et de construire ensemble un avenir meilleur, de faire en sorte que nous nous réapproprions les rênes de notre vie.

Ma plus grosse leçon a été que, l'analyse, les critiques, les constats ne font pas le changement il faut agir concrètement.

Aujourd'hui je sais pourquoi je me bats, et je veux voir de quoi est-ce que nous sommes capable, je veux connaître mes limites alors je continue l'aventure avec Connect Institute.

#### Latifa Bella (Inezgane, 25 years old)

For me, Connect Institute is a place of positive change, improvement and excellence. I personally experienced so many things being part of the institute. Creative writing, video making, photography, singing, acting, amazing guests and talented people, just to name a few. Grasping from different disciplines allowed me to figure out the path I want to pursue for my future, and also strengthen my personality, critical thinking and creativity.



I always thought I was an open minded person, until I joined Connect Institute. There, I understood the importance of universal human values and that the world is big and full of surprises that we should openly embrace.

#### Najat Ayaou (Agadir, 24 years old)

We always seek to change the world, but very few are thinking to change themselves first. That's what Connect is about: a space where you can make a change on yourself, a place where you can acquire new skills, discover your hobbies, have the freedom to express yourself, have the right to get involved in whatever you want, debate any kind of topics with people of different ages, share things between us, and help each other.



Looking back to the person I was before Connect Institute is totally different of the one I am today. I was barely reading a book or use the internet to read articles. I had difficulties in expressing my ideas in front of an audience and I was the kind of a person who explains herself to anyone and always try to find excuses.

Today is different. I read a lot and I became a curious person who seeks knowledge. I no longer believe in whatever have been said, I would check the facts before believing them. I don't explain myself to anyone and I take my own decisions if I believe they're good for me. I am no longer a dependent person. I do things by my own and go to wherever I wish by myself. I start analyzing things and I start to think and rethink.

During my journey at Connect Institute I've learnt so many things: the more I know something the more I know that I'm ignorant and I should keep on the process of learning;



to achieve a goal or reach a dream requires sacrifice and hard work; we rise by lifting others, sharing and helping each other; choose the path you love no matter how hard it seems as long as you believe in it; those who cannot change their mindsets, cannot change anything.

#### • Nourddine Harmouch (Chtouka Ait Baha, 27 years old)

Honestly, at first, I didn't understand what it was Connect Institute about, but after a few months I understood that it was a place where young people are being held to higher standards.

It is also a place where one learns to break the boundaries between himself, the world, and others around them. I went to university for 6 years and I didn't get the chance to discuss, get my



vision on life enlarged, or be pushed to do more. I did all that while attending the GROW sessions.

Young people in Agadir are lucky because there are no other alternatives or places they can go to express themselves and to make a clearer vision on who they are and what they want to do.

If I would have to go back in time, I will enroll to all the activities of Connect Institute because I know how hard it is to get mentored in Morocco.

Many things have changed since joining Connect Institute. Before, I didn't have any opinions on whatever subject as at my school we didn't have the chance to discuss relevant subjects for us. After a few GROW sessions, we got used to speak and discuss what we think, listen to others, and write our opinions.

My mindset also changed since then. I stopped blaming everything on my surrounding and took responsibility for my own life. We went through a lot of discussions about effort, ambition, defeatism, lack of initiative, and we, as a group, became determined to step up and do something about our lives.

The one lesson I could never forget, is that as a young person, we are facing challenges, and we have two separate ways of handling challenges: go through them with all the suffering and difficulty in order to enjoy the victory afterwards, or just sit back and rely on "time" to make things go.

It took me time to understand it from all the successful people who repeated almost the same lesson. Since I understood this, I just put myself face to face with challenges. There is a long way to go through and I am never hesitating to move forward.

#### Rachida Akdaich (Essaouira, 26 years old)

When I applied for Connect Institute, I thought it was a school like all the other schools out there, with big promises of teaching you the skills you need to get the job of your dreams. But when I went for the enrollment interview, my expectations were exceeded. I found a unique space where disoriented youth get empowered to find their way in the world.





After a year in Connect, I learned to think freely and keep my mind open. I said "No" to my parents for the first time, not as an act of disrespect, but as an act of rebellion against the status quo. I fell in love with writing and it became my passion. I became a hard worker who always seeks excellence.

Currently, I am working with a group of Connect Institute's alumini on a project called AGADIR S'ANIME. It is a program that includes divers cultural events. Our goal is to promote culture in the city of Agadir, while putting the knowledge and the skills that we acquired into practice.



#### Some of the guests:

#### Dwight L. Bush, SR (the U.S. Ambassador in Morocco)

You have succeeded in cultivating an incredible community at the Connect Institute which will clearly have a lasting impact on the participating youth. Their self-confidence, willingness to take risks, and interest in exploring new endeavors will enable them to contribute to their country and communities in a very meaningful way.

#### Michael Zammit Cutajar (former Executive Secretary of UN Climate Convention)

How stimulating it was to interact with a group of dynamic, curious and enthusiastic young people! I was inspired. It touched my heart. I am impressed by your vocation at the Connect Institute. Gathering young people who might otherwise be aimless, you give them tools for life and the hope to use them.

#### • Monique Quesada (General Consul of the US in Marseille)

Connect Institute honored me with an invitation to speak to its students, who are young potential leaders in their late teens and 20s, and what a treat that was! CI seeks to unlock the potential in young people by developing their critical thinking skills and unlocking their creative processes, something sadly lacking from most traditional educational entities in Morocco.

#### Paul Rosenthal (Activist, teacher and member of Colorado House of Representatives)

When I saw the projects that you are working on and the success you have had; the many editions of your newsletter, the many videos you have on YouTube, the App that I downloaded on my phone. Obviously, these successes do not come in a traditional classroom environment. That traditional model does not produce people like you [addressing Connect Institute's participants]. You need environment like this to be successful. This is an amazing space where you are safe to explore who you are and who you want to be. I think that this space really helps create that environment.

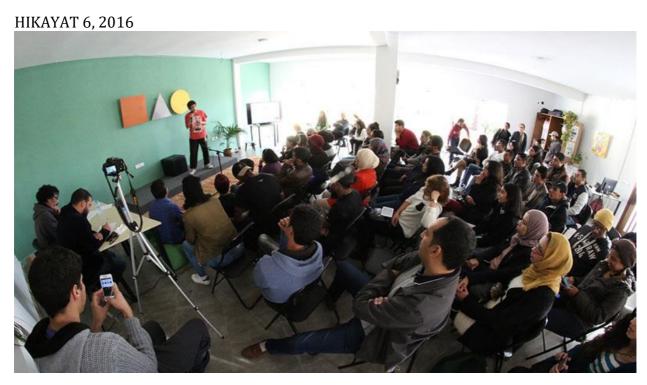
#### ■ Bhalla Manu (Director of MEPI)

My first word is wow! MEPI has a history of financing risky ideas as long as they are good, and Connect Institute's ecosystem is an example of that. I am so happy to witness today what has come of it...The future of jobs is changing so be flexible, take the soft skills you are picking up here: your creativity, your teamwork, and your ability to communicate. Put them at good use and do great things for yourselves, your families, and your country.



# Gallery

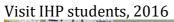






AGORA 7, 2017









ciAIR, 2016



Group evaluations, 2016







FEED 62th edition with Monique Quesada-U.S. Consul in Marseille, 2016





Theatre workshop, 2016



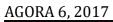
TALK session, 2016





ciPLAY performing in AGORA 7, 2017









Talent Show, 2017









AGORA 5, 2016



Focus group, 2016





GROW, 2016



FEED 65th edition with American chiefs, 2016



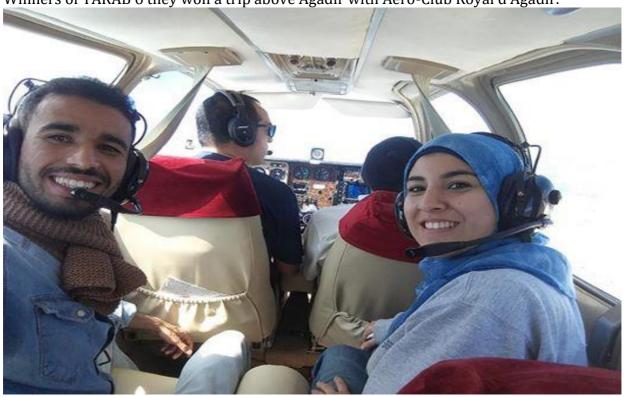


# **Encounters**



In Arusha (Tanzania), far from their countries of origin, Fatima Zahra (former EMY participant) met Dwight L. Bush (former U.S. Ambassador in Morocco). They remembered the happy moments spent at Connect Institute several months ago where they met for the first time.

Nahla El Baqia and Anouar Nait El-hah Ali into the sky... Winners of TARAB 6 they won a trip above Agadir with Aero-Club Royal d'Agadir.



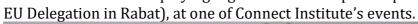


Ikbale Bouziane at Lycée Al Majd, Agadir, where she led the first workshop of Connect

Institute's Alumni Association's program "An Agent for Change".



Anouar Nait El-hah Ali playing together with Philip Holzapfel (Head of Political Affairs of







Nahla El Baqia at the White House, Washington DC – USA, thanking for all the support she received from Connect Institute.



ENCOUNTERS 107



# List participants - contributors to the success of the EMY program

Name	Age	Origin
Abdelmalek Ouarabi	24	Tiznit
Afaf Ouinou		
Ahmed Ouaben	23	Biougra
Aimane Idhajji	22	Tiznit
Ali Outarahout	21	Agadir
Amina Jabari	27	Agadir
Bilal Kasaoui	23	Zagora
Fatiha Lahkim	24	Khouribga
Fatima-Zahra El hafa	23	Ouled Taima
Hajar Benlouali	26	Fèz
Ismail Harrach	25	Massa
Ismail L'chheb	21	Agadir
Kholoud Blila	22	Essemara
Marouane Firdaous	24	Biougra
Mouna Akebli	23	Khenifra
Oumaima Faouzi	22	Agadir
Rachid Alami	23	Marrakech
Rajae El Omari	24	Salé
Safaa Issaad	24	Casablanca
Saida Eghchi	23	Tiznit
Sara Anayani	25	El Ouatia
Sara Balhaj	23	Agadir
Sara Bouderqa	23	Taroudant
Yasmine Boujerfaoui	24	Agadir
Youssef Boutahir	23	Agadir
Youssef Errais	21	Taroudant
Zaina Dali	23	Agadir
Zineb Bouachra	21	Taroudant
Abd-elkebir Dakhouch	23	Agadir
Anouar Nait El haj Ali	23	Safi
Ayoub El Mouden	20	Agadir
Ikbale Bouziane	19	Tinghir
Jamal Kamali	24	Goulmim
Jihane Nini	21	Agadir
Latifa Bella	25	Inzegane
Marya Joudani	23	Agadir



Mohamed Chiboub	23	Inzegane
Mohamed Douhate	28	Agadir
Nahla El Baqia	23	Taroudant
Najat Ayaou	23	Agadir
Nour-eddine Bougajdi	23	Taroudant
Oumaima Fathi	22	Taroudant
Oumaima Id Bounid	21	Tiznit
Rachid Akdim	26	Tiznit
Rachida Akdaich	26	Essaouira
Youness Idihoum	20	Tiznit
Assim Amezghal	22	Taroudant
Ayman Abdelilah	25	Agadir
Abdellah Boutaramat	22	Tafraout
Ayoub Zguaid	26	Tiznit
Baderdine Bouzouid	24	Meknès
Hicham Izerde	22	Agadir
Hajar Bouterhroucht	19	Agadir
Khadija Amahal	21	Agadir
Khalid Assalami	34	Agadir
Marouane El Qaous	22	Agadir
Mehdi Saadi	24	Agadir
Mounir Yahyani	24	Agadir
Salmane Chahim	21	Taddart
Soufiane Idelcadi	24	Tiznit
Soukaina Hermas	21	Agadir
Zainaba Benhassoun	21	Mirleft
Zouher El Barmaki	25	Agadir
Majda Nouri	22	Taroudant
Ali Tataousst	22	Essaouira
Hajar Essakad	22	Agadir
Fatima-Zahra Aouifia		
Jaouahir El Amrani		
Mohamed Karim Ichar	-	
Noura Boutchichite	21	Agadir
Sanaa Laaraichi	23	Agadir
Youssef Ouamamou	23	Ouarzazate

LIST PARTICIPANTS