



COMMUNITY ENGAGEMENT

Act4Community is a new program that illustrates OCP Group's social commitment at the different sites where it operates. Launched in 2018, the initiative is central to OCP's business lines and actively contributes to the performance and evolution of its business model.

Act4Community aims to harness the sites' material and human resources for local social and economic development. Thanks to this new approach, OCP has established a relationship based on trust and continuous dialogue with communities, allowing the company to develop activities that generate as much local shared value as possible. Committed volunteer employees at OCP sites support Act4community. They work with local participants to develop relevant projects based on local engagement, discussion, and joint development.

The principles that drive Act4Community are outreach, transformational impact and discussion and sharing. Outreach makes it possible to get close to local populations, understand their problems and hear their proposals.



Transformational impact aims to build projects with local populations in order to sustainably improve their living conditions. The final principle, discussion and sharing, allows them to learn from each other through lessons from the field and the experience of volunteers.

Through Act4Community, OCP is contributing to local development through an approach that encourages economic and social entrepreneurship in many areas, including industrial business lines, digital technology, agriculture, the environment, education, culture, and sports. The program aims to:



Promote the socio-professional integration of young people through innovative, relevant training



Strengthen the skills of communities so that they can guide their own development



Contribute to develop sustainable green cities built in partnership with regional stakeholders



Encourage ongoing dialogue and partnerships with local stakeholders



In 2017 and 2018, OCP's commitment has primarily taken the form of initiatives related to education, health, culture, and regional infrastructure development.

OCP invested **3%** of its distributed value in communities in **2018**. This includes partnerships with local associations and institutional stakeholders in youth training, education, culture, healthcare, and regional infrastructure.

145 microbusinesses and startups accelerated in Khouribga.

113 local microbusinesses were trained on the purchase portal and QHSE standards and then registered on OCP's purchase portal for the Safi and Youssoufia sites.

16 000 days of volunteering as part of the Community Service Program that facilitates skills transfer, thanks to **5,500** employees who gave their time to associations and communities.



225 associations used the capacity building program (finance, human resources, marketing, etc.) at the Khouribga, Youssoufia, and Rhamna sites.



2 069 young people trained and **816** young people integrated into the job market at the Khouribga, Youssoufia, and Rhamna sites.



1000 beneficiaries of the Skills Acquisition program in Laayoune, Dakhla, and Boujdour



For more information on our community engagement, check out:

- <http://act4community.ma/fr>
- <http://www.ocpfoundation.org/>
- <http://www.phosboucraafoundation.org/fr>