



OCP S.A

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www.ocpgroup.ma

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NIYA



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*Committed
to growth in
Africa*



The Chairman's Message

'Niya': OCP's quest to be a social movement for the world around us

Every day I see something about this business that inspires me.

OCP is a custodian of 70% of the world's phosphate, so it would be easy just to focus on the operational side of the business. But there is a resource even more precious than the one we mine: people.

On my first day in this job, a miner told me just that, and it still rings true. Nothing is more inspiring than helping to improve the lives of others. Genuine success is helping people succeed.

Supporting positive change and caring for our planet and its inhabitants is the most important role anyone can take on. As a business, our vision is to help feed a growing world population, while using resources responsibly and continually striving to reduce our environmental footprint.

We aim to give back in acknowledgement of what we take, but this also extends outside our remit of natural resources to the people who live and work alongside us.

Our human-centric approach has proven itself to deliver radical positive change. And the greatest lesson that has struck me is that the best returns are achieved through partnership, when we share positive intentions.

This truth is central to our vision. Through our community engagement schemes, we seek not to impose change, but to walk hand-in-hand with the people and communities around us to achieve it.

This is the heart of 'Niya' – our intent to do good and enable a sense of social purpose amongst our employees.

For example, we launched Act4Community to harness the creativity of the entire OCP team. Every employee can identify worthwhile community programs and then donate up to 30 days of their time annually, backed by OCP's resources, to support worthwhile initiatives and deliver positive social impact. To date, 2,000 employees have given their time to associations and communities as part of the Act4Community program, totaling nearly 5,000 days of volunteering.

Conversation and education are the cornerstones of our approach. We always start by building dialogue to learn what matters most.

More often than not, this has led to OCP investing significantly in programs designed to upskill people who want to improve their lives and the situations of those around them. We have seen over and over that skills training leads to more secure, more vibrant,

more successful, and ultimately, happier communities.

Similarly, by listening to farmers the world over, we have understood that many wanted to learn, above all, how to make farming a financially viable profession. As a result, we have been able to show farmers how to increase their yields while also using less fertilizer to maximize profit. In Africa alone, nearly 200,000 farmers benefited from OCP's agricultural support programs in 2018.

A hand-up, and not a hand-out, is what most people seek on their journey, and that is our mantra with the community projects at OCP. It is the theme that connects all of the people in this report.

This report will tell the stories of brilliant people from across OCP's world who have chosen to improve their lives and build better communities. I would like to congratulate every one of them, and also my colleagues who have made this possible.

I hope that in reading these stories, and following their journeys, you will be as inspired as I am.

“There is a resource even more precious: people.”





“If you want to go fast, go alone. If you want to go far, go together.”

Niya

Hanane Mourchid
Head of Sustainability
OCP



As a Moroccan, I grew up well aware of OCP. It was a company that many of us hoped to work for – an African leader on the global stage.

What I had not expected before I worked here was the culture and the real focus on our communities. It’s amazing that such a large company has so little ego.

We understand that we are in a privileged position as the guardian of 70% of the world’s phosphate – an asset that goes far beyond Morocco as it underpins modern agriculture around the world.

This combination of managing a natural resource for the next 700 years and our supportive shareholders has encouraged our company to always seek to be better. And this applies to how we engage with the people and communities around us.

There is a well-known African proverb: *“If you want to go fast, go alone. If you want to go far, go together.”* This captures our view perfectly. We hope to support multi-generational improvements.

Over the last decade, we have come to understand that not only do we share the same hopes and dreams as the people around us, but that listening is more powerful than telling. We have changed our approach to supporting our communities from top-down to bottom-up.

On a practical level, this means that we do not start by deciding what we will do ourselves, but by identifying people we can help and then engaging with them to decide together. Rather than focusing on the problem, we ask

people what they are good at; what they want to achieve; and, only then, how we can help.

This approach of shared good intentions for the future is the same as the ancient North African principle of Niya, and is one of our core values. Despite our scale, we want open conversations with people who we see as 100% our partners.

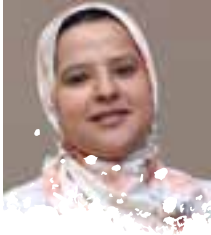
And it also mirrors our commercial approach. Our fertilizer products are becoming ever more effective through our migration to full product customization. We engage farmers in conversations.

“One size does not fit all” – we don’t try to tell the soil to change. We analyze it carefully; we ask farmers what they want to grow; then we create customized fertilizer (and train farmers how to use as little as possible of it) to improve yields and minimize environmental impact.

We have embarked on programs to work with farmers around the world, large and very small, to both learn from them and to share knowledge with them. We genuinely share the same intentions – improving their yields while minimizing their environmental impact. And we plan to work with 1 million farmers by 2022.

So Niya is how we engage with our communities. A belief that through working together, we can achieve so much more.

We have not tried to list everything we do, but let people talk. They are stories of courage, change, inspiration and compassion. More than anything they show the power of partnership.



Ilham Lrhcha
Permanent member of Act4Community
in charge of agricultural development
OCP

From Movement to Community

Many people imagine that successful, large businesses are machines, where individuals are just “cogs” that don’t matter. In my experience, this couldn’t be further from the truth at OCP. We care about the communities around us while also working towards our vision to ensure the world has the food it needs.

Some years ago, our Chairman introduced The Movement – a program to accelerate innovation by encouraging every person in the business to share their ideas for improving it. As we grew more confident, seeing that our suggestions were listened to, more and more ideas flowed, resulting in a wide range of programs and changes.

One such radical thought was to shift our focus to smaller community support and volunteering programs. And so Act4Community was born!

We suggest a scheme that we want to support individually, and if our colleagues think it sounds like a good way to make a positive difference, we can volunteer up to 30 days per year to support it. OCP will often donate resources to help turn ideas into realities.

It is this combination of being very local to our mines, plants and offices, plus the commitment of the person who makes the recommendation, that seems to be key.

And, wow, has it grown fast! Since 2017, 2,000 employees – over 10% of our company – have taken part, volunteering 4,690 days of time in 2018 alone to local association and community programs.

Perhaps even more impressive is that a number of my colleagues have moved in to full-time roles to manage our Act4Community commitments. This is not surprising as it goes far beyond community volunteering – sometimes we work with international organizations, through OCP, to stimulate change, which is no small task.

There have been so many great ideas, especially those that help people gain new skills. We often use our professional backgrounds to help an organization improve or to train people who are keen to learn.

I recently visited one of our skills centers for teenagers and young adults and spoke to a young woman who is now working as a patisserie chef. It was humbling to hear her talk about the changes in her life through finding work – not just her wages, but her feelings of happiness, self-worth and pride.

What surprised so many of us – those who have volunteered – is just how personally rewarding getting involved can be. Seeing the excitement of people who want better jobs, of kids who dream of better futures or just people knowing that their community cares about them.

Act4Community is a new way for OCP to engage with the world around us. A different model to support local development, with a real focus on generating long-term value through increasing employability. It is based on listening and understanding what people want and need. And it’s a program that puts a smile on our faces too.





Collaborator view

El Baroudi Abdelhak President of the cooperative to Ayadi Al Fath

Our association was created by young people from the region of Moulay Abdellah and specializes in textile and clothing.

To showcase our know-how, we established a contact with the OCP-Jorf Lasfar facility, which responded favorably to our request. A visit by the Act4Community volunteers saw first-hand the difficult working conditions in our workshop.

As a result, they helped design a new layout and then to renovate it. They also helped us change our legal status to become a real cooperative. Training sessions were given to us. All of this will improve the work and life prospects of the 50 women who are part of the cooperative. We are grateful to them.

Beneficiary view

Kaoutar Fadil Entrepreneur to Arwa

When I was younger, our family went through really tough times. We did not even have enough money to buy our school supplies or clothes in the holidays. And that's when I promised myself that as an adult, I'm would do everything I can to make sure that children around me don't have to go through the same hardships.

Thank God, for 6 years, we have been offering clothes to the neighborhood kids. In the past year, more than 167 children have been clothed. Which motivated me more to create my own clothing brand. It was my 5th year of study.

OCP offered help via Réseau entreprendre that gave me an interest free loan without me having any collateral. This opened several doors for me, especially the support of A4C volunteers, because as a young entrepreneur, I had neither the skills nor the funds necessary to carry out my project.





Wonder

Growing a better future – Karnataka and Rajasthan farm improvements

India has been a world leader in farming for thousands of years, with its farm output the second largest in the world. But the industry faces challenges from globalization, climate change, and increasing food demand. To help meet those challenges the OCP Foundation has partnered with local organizations and farmers to increase productivity, giving farmers a better income.

The Foundation started operating in Karnataka in 2010, before expanding the program to Rajasthan in 2015. As part of its development programs for local populations, the Foundation works alongside partners like the Indian Society of Agribusiness Professionals (ISAP) to establish constructive measures to monitor production chains in India through:

- **Research and Development:** developing and improving seeds and promoting controlled fertilization
- **Transfer of Technologies and Exchange of Expertise:** facilitating access to agricultural inputs and farm mechanization
- **Farm Advisory Services:** establishment of call centers and launching of mobile applications
- **Capacity Building:** production assessment and establishment of agricultural centers

www.ocpfisapindia.info/success_stories.php

Beneficiary view



Shivanand Bele (SB)
Tadkal, Gulbarga,
Karnataka

SB *Since I partnered with the OCP Foundation in 2010, my life has undergone a 180 degree U-turn. Like most of the farmers around here, I was always a goat farmer. After all, we are the land of goats! But with the new innovations and technologies we learned about through the project, I have gained entry into new worlds.*

I started with dairy farming, something that was really new to me, but I was able to use the skills of old that we have learned for generations with our goat herds.

I also started making my own compost. I learned about the correct and minimal use of fertilizer, and new techniques like dibbling, which involves making small holes for the seeds – this means we only have to prepare the exact amount of land needed for a crop. With time, we have produced better quality seed. 300 of us farmers have turned almost completely to organic farming. It is more lucrative and better for the soil – and as all farmers know, there is nothing more important to our livelihoods than soil.

Before this project, I had to depend almost entirely on loans. But now I have become independent. This is only possible because of the new information and knowledge that OCP Foundation and ISAP have brought our way. We have been able to cut our costs and increase our yields – for a farmer, like anyone in business, this is the best thing that could happen!

But it wasn't just the new developments on the farm that have changed my life. The project took me all the way to Morocco to attend the World Food Summit. I saw a whole world of new innovative technologies – I couldn't believe what I saw.



Kavita Devi (KD)
President, SDMK
& FPO Rajasthan

I met people from 17 countries and learnt so much from those conversations. I learnt about soil health and its importance, and ways to increase profits. The exposure was truly one of its kind – and who knows where it will lead!

KD *While the support with day to day farming has been life changing, the guidance we have received didn't stop at just new techniques. Farmer Producer Organizations (FPO's) have also transformed sales and marketing of produce. Before this, we never stepped outside of our home and hearth. With the opportunities that the OCP Foundation gave us, we started attending meetings, and being able to speak up in those meetings. Sharing our opinions made us feel, for the first time, that we had voices of our own. For me, as a woman, that was huge.*

At the beginning of the project we were scared to be responsible for an entire business just on our own. But the project's team were with us every step of the way.

We have come so far. Today, we make sure to empower our next generation as well. We encourage the new daughters-in-law to pursue jobs and dreams. When we see women become Chief Ministers and even the President of the country, we know we too can run a business and make our mark in our town of Hindoli!

We obviously have a lot to be grateful for. And a lot of dreams yet to make true. We are thankful to OCP Foundation for being our guides, but most importantly, our friends!

Collaborator view



Sudarshan Suryawanshi
CEO of ISAP

The world's population is growing, and the climate is changing. A new era of food security challenges is on the horizon.

With the increasing demand for food, it is important to increase production, but climate change is reducing yields. More heat and less water mean that in some parts of the world, it is becoming more difficult to grow crops.

To feed a hungry planet, sustainability has to be one of our main goals.

We set out to improve the livelihoods of 22,000 farmers in the Indian states of Karnataka and Rajasthan. To achieve this, we recruited a network of excellent local partners who understand the farming here and who have the trust of the farmers. This is key.

With these new techniques, like germinating seeds in nurseries rather than straight in the fields, added to improvements in soil quality, farmers' yields started to increase.

And we haven't just focused on improving old industries, we have brought new ideas. Bee-keeping, for example. It has two benefits: money made from selling honey, and crop pollination.

We, and our partners at ISAP, have calculated that yields have increased by 20%. In addition to this, harnessing farmers' age-old skills in goat herding and applying them to pastures new such as dairy farming has yielded great results.

Globalization, trade wars and cheap imports are hitting the way farmers make a living.

And if farmers stop farming, the food crisis gets more threatening.

Helping farmers add value and bargain for a higher price has helped increase the quality of life for many of them.

If something doesn't pay, it doesn't make sense to do it. Through the foundation of FPO's we have been able to encourage cooperation between farmers, helping them achieve better prices.

And now we are harnessing more of the power of technology. We have helped develop a decision-making app for farmers to be able to identify and solve common crop problems, to increase yields even further.

On the social side, we have also taken this as an opportunity to empower women in leadership by giving them a real stake in the project.



Belonging

No one should face their future alone

AMIDEAST is a leading American non-profit organization engaged in international education, training, and development activities in the Middle East and North Africa. It has worked to expand educational and training opportunities in Morocco since 1979. This 40-year legacy has enabled tens of thousands of Moroccan students and professionals to access opportunities and better their lives.

AMIDEAST has facilitated increased academic, business, and cultural exchanges with the United States through scholarships, educational advising, and English language and professional skills training. AMIDEAST currently manages skills training programs for OCP and the Phosboucraa Foundation in Khouribga, Benguerir, Laayoune, and Dakhla.

www.phosboucraafoundation.org/tchata-boukhimine-president-zohour-cooperative
www.amideast.org/morocco





Beneficiary view

Thta Boukhimine Seamstress

I'm disabled, but have been working as a seamstress for over 35 years. I run my own workshop, but it is tough to do this on my own.

I had tried to make my work easier by hiring girls to train. They help, but I still do most of the work, despite my handicap.

Life got harder and harder. The rent got more expensive and there was no one around to help me. I have no parents to lean on.

I went to AMIDEAST and the Phosboucraa Foundation. I hadn't considered learning new skills or another language before. But it changed my life.

I became more social. The people there treated me like family. Like I was a part of something. I am a lot more self-confident because of them.

Over the years, work made me feel alone. I didn't want to work anymore. I was closed in on myself and didn't have the energy to keep working.

Having somewhere to be and people to be around changed me. Everyone and everything there is truly amazing, I don't know what I would have done without them.

I wish I could find a way to thank them. Because they did a lot.

I've learned so much from them.

Collaborator view

Hajbouha Zoubeir Phosboucraa Foundation

The Phosboucraa Foundation was founded on a belief in the potential of the people in southern Morocco.

We reinvest 100% of the profits from the Boucraa phosphate mine back into community projects and have already seen incredible results.

Every day, we seek to contribute to people's lives. Not just enriching them, but creating a genuinely sustainable way of life.

We know that real change comes from an intimate understanding of the people and their needs.

People do not want hand-outs, they want support to take control of their own futures. We thought people would want jobs, but they actually want to learn. They want to be able to provide for themselves.

And so far, it's been a success. We sought specialist training partners such as AMIDEAST to set up learning centres in Laayoune and Dakhla.

The result is an educational system that delivers multidisciplinary training to help people get jobs through qualifications and skills: languages, computing and business.

We also run programs that aim to boost entrepreneurship and agriculture – generating better businesses, higher yields, more wealth and higher-quality jobs in the region.

I myself grew up in these communities. So it's a personal mission to do right by the local people I grew up with, and see a new generation in Southern Morocco thrive.

I am so proud of some of the progress we have made, such as training over 11,000 youths since 2014. But more than anything, I am constantly impressed by the desire of people in this region to improve their lives. We still have a lot of work to do in the South!





Hope

Unlocking a land of potential

Agriculture is still central to life in Ethiopia – 80% of the population still live in rural areas (United Nations Food and Agriculture Organization).

It accounts for 37% of the country's GDP, so fertilizer and technology are massively important for the country. As an Africa-based global leader in fertilizer, OCP is ideally positioned to work with governments, farming associations and farmers.

The program OCP supported in Ethiopia combines gas from Ethiopia, phosphate from Morocco and farming expertise from both countries. It could and still can only work if all participants want to cooperate.

OCP's aim is to help improve productivity, yields and wealth across the continent.

www.ocpgroup.ma/en/who-are-we/our-commitments/our-commitments-alongside-africa



Beneficiary view

Abiye Astatke Farmer in Ethiopia

OCP has changed my life. I am a farmer, but I was struggling to earn enough money for my family.

My farm, Faji Farm, is 20 hectares, with 3 hectares of that planted as orchards.

I grow apples, pears, and plums in the orchard. Water is really important for growing these crops as they are best suited to temperate climates. Farming in Ethiopia is tough.

OCP started by helping us install drip irrigation in our orchards, so we could make best use of the water we have. It's amazing. We can do so much more with the water we have.

But OCP aren't best known for water, they are best known for fertilizer, and that is also where they are really helping us.

We are going to start using liquid fertilizer on the farm. Before OCP came, that wasn't an option in our country, it just wasn't available.

The liquid fertilizer is a great improvement in itself, but what is proving even more important is the soil analysis and testing.

This scheme isn't just helping farmers like me, it's also helping researches and university students.

They come to my farm to work out new ways of cropping, which is great for them as they get to learn. Looking forward, it could be good for all common farmers like me, as you never know what they might discover. It makes me hopeful for the future too.

It will be wonderful when we are using the liquid fertilizer across the farm, it will increase our production by double, maybe even triple.

There are so many negative stories surrounding farming, and the threats it faces, from growing demand to pressure on production from climate change.

It is also nice that these changes are making our lives slightly easier. I still love my job, and it's still hard work, it's just not quite so backbreaking!

I really appreciate what OCP is doing for our community.

Collaborator view

Etsubdink Tekalign Mamo OCP Ethiopia

Ethiopia sits on the Horn of Africa, and has the potential to be a horn of plenty. It has so much potential to be unlocked. We are changing so fast, but people outside the country just don't hear about the improvements we have made.

At OCP, one of our main goals is to feed a growing world. Ethiopia is a great place to do that.

Our programs in Ethiopia start from the ground up. Literally.

Working with the government, we start by analyzing the soil in a laboratory, to work out and design a customized fertilizer that's best suited not just improve farmers' yields, but to minimize environmental impact.

We run mobile agricultural caravans to make sure we can reach as many isolated areas as possible.

This is exactly what we did at Faji Farm, deciding that liquid fertilizer would be the best.

Before it wasn't available anywhere in Ethiopia, since arriving it has really changed the quality of the soil.

And, as we start to use this on even more farms, the impact will be even greater, giving the hope of a better life to more and more farmers.

But there is more to good farming than fertilizer and that is why we also constructed drip irrigation systems that have hugely helped with the production of temperate fruits like apples, pears, and plums.

We have also tried to introduce new ways to add technology into the growing season to try to make the tough jobs as easy as possible.

In addition to this, more than 25,000 farmers have benefited from an e-voucher scheme that gives them a simple way of getting seeds for their farms.

These are still early days, but we believe that Africa holds the potential to grow much more of the food the world will need in the coming decades!



Perseverance

Preserving a way of life – Sahara Camel Farmers Association

The Phosboucraa Foundation was established in 2014 as the primary driver of corporate social responsibility across the southern regions of Morocco for Phosboucraa SA and its parent company, OCP. It was created to help accelerate sustainable development of local communities with tailored programs that are designed to meet their specific needs.

The Foundation unlocks the potential of Morocco's Southern regions through impactful sustainable development and human capital initiatives. It begins by listening closely and evaluating the unique needs of the communities in which it operates. After setting ambitious, yet attainable goals, it works closely with dedicated partners best suited to each other. Their local expertise and participation anchor the Foundation's investments, ensuring that positive impact endures for generations to come.

It provides resources to Sahara Camel Farmers Association, as well as operating the Phosboucraa Agricultural Caravan to share best practice in camel breeding, farming and business.

www.phosboucraafoundation.org





Beneficiary view

Soubai Sidi Moulai Camel farmer

We are proud to be Sahraoui from the desert. This land is still a livelihood for many of us.

Many of us still live in the desert as Bedouins. It is a life that we love.

Our camels are as much a part of us as the desert itself. They are our heritage. We can't deny it. We are particularly fond of them, as a kind of amusement and even more as a source of living.

But farming them is very hard, particularly in this region.

When we see them drinking water before the usual time, we know that there will be a drought. And that is happening more and more.

I thank the Camel Farmers Association for helping me keep my camels healthy. I would say that our camels are now affected by diseases every three or four months. We can't pay for medicines and it's a real problem for us.

The Foundation has paid for the Association to give us the medicines we need for our camels for 18 months now. Many of us have benefited. Many, many camels have been helped.

We were raised on camels: we drink their milk and eat their meat. We don't eat beef.

We were worried not just about ourselves, but for the future of our sons and daughters.

Now, we are confident and optimistic about the future.

Collaborator view

Abdellatif Baira Sahara Camel Farmers Association and Phosboucraa Foundation partner

Unless you are from the Sahara, you can't understand the connection that we feel with the land and these animals.

That may sound strange as we farm them, but camels are a symbol of our history. A link to our ancestors and their way of life.

Camels are a truly unique animal to farm as they are so suited to the desert. No other animal could thrive in these dry, hot conditions.

They're a multipurpose animal. We use them for farming (milk, meat, wool, manure and leather), for leisure, for tourism, for transport, and for agricultural work (ploughing, weeding, harrowing, water extraction).

While our relationship with them has changed over the years, they are still very important to us. Many of us rely on them as our main source of living.

Rearing them as a farm animal has grown, but so have the challenges of looking after a herd - made all the worse by the long-term changes in the weather.

I joined the Sahara Camel Farmers Association because it helps local farmers succeed by sharing knowledge, arranging support and giving us practical help. Most importantly, it can help us with the health of our camels.

The Foundation arranges the Phosboucraa Agricultural Caravan to train small livestock breeders and farmers in the region. Currently working in the Assa-Zag province and the Guelmim-Oued Noun region, the Caravan provides support, awareness, and training for over 350 small farmers and livestock breeders in the camel sector, including breeding management and camel-product processing.

This is a tough land, but we are learning how to make the most of it.





Empathy

Feeding the soil to feed cattle to feed people

Brazil is one of OCP's most important regions for partnership as it is one of the world's major farming economies. Working closely with our Brazilian partner, Heringer, we spoke to local farmers about the challenges they face and then rolled out a customization model specifically for Brazilian farmers'.

The Livestock Rally is the largest technical expedition dedicated to deepening our knowledge about Brazil's livestock. It is a partnership with ranchers to improve their efficiency and increase their competitiveness, leading to greater productivity and profitability for their farms.

Our team travels through the main farming regions of the country every year, interacting with cattle ranchers and analyzing the conditions of pastures. By gathering information from farmers on their livestock, nutritional strategies, fertility index, birth rate and mortality, use of fertilizers, sanitation and reproduction management, the Rally produces unique insights while sharing knowledge.

www.ocpgroup.ma



Beneficiary view

André Perrone Cattle farmer, Monte Alegre

There is a direct link between the performance of my crops and the profitability of my business. I look after 20,000 cattle a year; therefore, good nutritional management is vital.

If I can't feed my cattle, they won't thrive. So, I need to think about their feed more than anything. I'm a cattle farmer, but also a crop farmer.

My main concern is food efficiency. How to give my livestock the best nutritional feed possible, as this dictates how they will grow. I need healthy animals, but I need to be able to feed them reliably and within my budget.

Thanks to the Livestock Rally, and the support from OCP, there is more and more research and data readily available to us farmers. We can stay informed of the latest trends in the industry, as well as new challenges.

The Livestock Rally is helping ranchers in Brazil realize our full potential. We have the world's largest herd and we are the world's largest beef exporter, yet our productivity levels are low. There is a lot that can be improved.

Collaborator view

Carina Polazzo Sienra OCP Brazil

OCP's participation in the Livestock Rally in Brazil is very important to us for several reasons.

Above all, we know that we can never be too close to farmers. We absolutely must understand their needs so that we can tailor our solutions according to their requirements.

At the same time, nobody knows this land, these crops and these animals the way they do. They have generations of knowledge that we can learn from. As obvious as it sounds, we have learned the importance of conversations with our farmers.

Through talking to farmers and carrying out a series of workshops and lectures, we are able to offer them individual support to help them to get the most out of their crops and improve the profitability of their businesses.

Again, because of our approach, they are more likely to listen and so are more likely to consider and adopt the recommendations we make.

They can see that we have exactly the same goals as them. We want to help them grow crops reliably, cost-effectively and with the minimum impact on the land. They are always surprised that we do not try to sell more and more fertilizer, but focus on using the right amount of the customized blend.

I think this is one of the key reasons they grow to trust us – we don't try to sell them more and more, but help them get better and better.

One of the secrets to great beef farming is a great understanding of the soil.



Inspired

Dreams can come true

Built in November 2012 by OCP on an area of 11,400sqm, the Rhamna Skills Center (RSC) in Benguerir provides local people and businesses with training, guidance, mentoring and support for the working world and enterprise management. Act4Community volunteers deliver workshops on personal development and specific classes for qualifications designed to improve the employability of individuals.

By attending the Center, students receive the following:

- Employability and vocational skills
- Capacity building for local associations, mainly those in education and development
- Support on the creation and revenue generation of small businesses and cooperatives

www.rhamnaskills.com.stem.arvixe.com



Beneficiary view



Sara (S)
Pupil at
Rhamna Skills

- S** My childhood dream was always to be a teacher. When I left school, I started teaching, but wasn't able to progress far because I didn't have the qualifications I needed. I heard about the Rhamna Skills Centre in Benguerir and decided to apply. It's been a total eye opener – I've learnt skills in computing, communications techniques and learning theories.
- A** I'm doing a two-week intensive course designed to give us skills in security, hygiene and the environment. The vast majority of jobs in Morocco need these, so I'll have more to offer a potential employer when I'm finished. I come from Benguerir and to have this kind of center on my doorstep is great.
- S** My course is 400 hours in total – there's a lot to learn! The center itself has all the facilities I need. We have access to a learning theater, to audio visual tools, and of course we have our group teaching sessions. There's no other course in the region like it. What we get here is free – I don't need to pay, because it's funded by OCP. And transport is put on to and from Benguerir, so getting to the center is easy, thankfully. I don't think I'd be able to do extra training if Rhamna Skills wasn't here, I'd have to travel much further away and it would cost money.



Anas (A)
Pupil at
Rhamna Skills

- A** The real advantage with my course is that the teachers are OCP volunteers with first-hand experience of operations. They know how to apply what I'm learning to the day-to-day. This preparation for a job is brilliant. I can get answers to real-life situations and problems, and a sense of what it would be like to work in a large organization. I really feel the experience helps my prospects.
- S** This course will help me find a better, higher paid job, which makes me excited for my future. My personal development and confidence have really improved as well because we're learning the soft skills, like communication, along with practical skills, like Microsoft Office. I've learnt a lot already and I'm not even finished!
- A** When I finish here, I'd really love to find a job in Casablanca where I can make the most of myself and earn money to send back to my family. My dream is to return to Benguerir as a teaching volunteer myself, so that I can give back to the community and teach others as I've been taught. That's what I'd like.
- It's clear that at Rhamna Skills, they really care about the prospects of young people from Benguerir. That has helped me and will help those who come after me too.

Collaborator view



Maryam Sami
Social entrepreneur
at Act4Community

We've been running Rhamna Skills in Benguerir since 2012. It was set up to provide skills to first-time workers, entrepreneurs, co-operatives and non-governmental organizations.

We have five Skills Centers in Morocco – the others are in Laayoune, Dakhla, Youssoufia and Khouribga – and we focus on skills like French, English, computing, personal development, interview techniques and CV writing. These skills – a mix of hard and soft – are essential to getting many of the jobs available in Morocco.

In 2017, we also started taking high-school students, those aged 12-18 years, for courses after school. About 400 pass through our doors each year, and it's fantastic to see the demand for what the center offers.

It's also really inspiring to see the drive and passion in our students to learn more. People like Sara and Anas work hard so that they can progress.

Much of the training is by OCP volunteers, which makes it quite unique. Our employability model is unlike anything else in Morocco.

We partner with governmental bodies for funding and to place individuals into jobs after they've completed courses here.

We've also built a network of companies and other training institutions to make additional training easier and to create job opportunities.

Something we do, which has proven very successful, is follow our students, once they've graduated, to support them as they start working. We want to be part of their

journey with them. If a student struggles and loses a job, they can return to Rhamna Skills for more training.

It's important to us that we deliver courses that people want, as well as need. So, we are always asking for course subjects. One example is a patisserie course for women. Many have gone on to create their own patisserie businesses. The course has been wildly successful – one of our graduates won an award for the best chocolate patisserie in Morocco!

In fact, a lot of our students go on to set up their own business or cooperative. Since 2012, over 300 start-ups have emerged from Rhamna Skills, a fact that we're extremely proud of. Education and entrepreneurship, which we strive to nurture here, are such essential learnings for creating a business.





Excitement

The code for a different future

The 1337 Coding School (but everyone calls it 1337) is the first academy to provide coding and IT training in Morocco, completely free of charge, open and accessible to anyone between the ages of 18 and 30. No requirement for an IT degree or training. The only criteria for admission is creativity.

Its educational approach is based on peer-learning, where students support each other through project-based learning. To train the coders of tomorrow, 1337 had to rethink learning to make it fun, exciting and at odds with the restrictive vision that the general public may have about it.

Launched in the mining town of Khourigba, 1337 has already launched a sister facility in Benguerir.

www.1337.ma

Beneficiary view



Amine (A)

A When I was studying Computer Science at a “normal” university, I didn’t enjoy it. The syllabus didn’t fit my needs and interests. To be honest, I didn’t want to pay attention, so didn’t do any work. If you don’t work, you fail. And I did. I spent 5 years taking a 3-year course.

When I first saw ads for 1337, it looked too good to be true. I was reluctant to even look, but all my friends kept encouraging me to investigate.

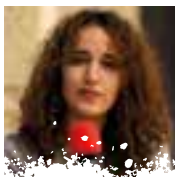
I clicked on the website and read it front to back, I read everything there was, right down to the terms and conditions.

It was the first thing I had ever read from cover to cover that wasn’t a text book! I have always been on a quest for knowledge, the free form, non-syllabus learning program fits my mind set perfectly.

C When I told my friends that I wanted to go to 1337, they looked at me like I was crazy. Why would I want to move away from a good university in Rabat to a mining town? Why would you want to learn how to code, you always party?

My answers are always the same, the truth. I wanted to do it to be free. I do miss the hustle and bustle of Rabat, but Khouribga has its own charm and the truth is that I spend most of my time at the school anyway.

Coding is seen as a man’s profession. I wanted to show my friends that if you are interested in something, you can do it. It’s not just that either – coding is a freeing field, its nature is creativity. Nothing can make you feel as free as working to build something from the ground up.



Chaimae (C)

A When an area interests you and, in the syllabus, you don’t do much work on it, it can be disheartening, and a waste of potential.

Sometimes, a syllabus can feel like a bullet point prison, not allowing your mind to explore beyond its confines.

This way, if you find something that interests you, you can follow it as far as it leads, growing your understanding and skill set to its full potential.

The message of always striving to achieve your best is reinforced throughout the journey, from application to studying.

C The freedom to learn in whichever way suits you best is one of my favorite things about 1337. You can explore niche areas. Specializing not only means that you can focus on what interests you the most, and it also gives you in demand skills to get a job in the future.

What makes the way we learn so applicable to the real world is you don’t get the solutions to problems, you get the tools and processes to solve them, which makes it much more rewarding. It also makes learning like a mystery, were every problem is an exciting new journey.

We work as teams to solve problems through peer to peer learning. When I’m in work I’ll have to solve my own problems, so it’s a great taste of what is to come!

A For me, learning at 1337 wasn’t just about getting a job at the end, it was about developing personally, though the preparation for the world of work is fantastic!

I’m really looking forward to the future. I hope to set up my own cyber security business, so I can use everything 1337 has taught me. The program has given me a clear path forward.

Collaborator view



Yassir Boux
Technical & Pedagogical staff
at the 1337 Coding School

While it’s obvious to say that the future prosperity of Morocco lies within its youth, it doesn’t make it any less true. Similarly, education is going to be vital to creating modern higher-value jobs as our economy becomes more connected – in every sense.

1337 can be part of that transition; immersing students in a world where tomorrow is today. This is why I volunteered to help set-up this school and am still here.

In 1337, we created the first center in Morocco to provide software and coding training free of charge, open to anyone aged between 18 and 30. There is no need for a degree or background in the subject. We select people for their problem solving and analytical skills, plus their commitment to work together and to work hard. This place might look fun and funky, but the students here work relentlessly – one of the reasons we are open 24/7!

Being home to the world’s oldest universities, we believe it is really important that we stay at the cutting edge of education, and the aim with 1337 is to do just that.

Innovation is at the center’s core, from selection to learning. To be selected for a place at the school, students must first complete an online test to demonstrate creativity in problem solving.

Following this, potential students are invited to La Piscine (The Pool), a 4-week immersion in the deep end of coding. It’s like a challenge with applicants actually camping in the school while they perform ever more complex tasks. This is as much about culture as creativity. We want them to understand us, so that there are no surprises.

Over the three years of the course, we encourage students to take internships with leading tech companies, like Oracle and Microsoft, of between 10-12 months, with the option to take an additional part time placement.

A large part of the success of 1337 is the unique peer to peer approach to teaching and learning, with students actually teaching each other or working together.

Another differentiator is that there is no set curriculum. The program can dynamically adapt to the quickly evolving world of technology and interests of the students. If students are forced to learn something that doesn’t interest them, they get bored and understandably don’t learn as much as when they can focus on what drives them.

This is core to our philosophy. If we capture the imagination of our students, then provide the right platform to learn, their results are exceptional. Their excitement for the subject drives their commitment to learn.

It also drives them to start thinking about how they will use what they learn when they finish. Many want to form tech start-ups, so the most exciting thing could be that we are at the start of North African tech clusters. Now that would be really cool.

We plan to triple the size of this school for next year alongside our sister facility in Benguerir and then open campuses in Safi and El Jadida. Our intention is to introduce 1337 across Africa. That is truly exciting – African talent using coding to solve problems and create opportunity.

Ambition

Focused on the future

Inaugurated in 2017, Mohammed VI Polytechnic University (UM6P) is a hub of knowledge dedicated to research, education and innovation to support Africa's evolution. It has developed within its different programs significant know-how and expertise in pioneering processes with a focus on the major challenges facing the African Continent: Food Security, Agrobusiness, Climate Change, Energy, Policy Making and Economic Development.

From its purpose-built campus in the heart of the Green City of Benguerir, the University is focused on economic and human advancement, putting research and innovation at the forefront of African development with its Learning Centre, Digital Learning Lab, Living Labs and the Innovation and Entrepreneurship Platform.

While based in Morocco, the university is pan-African in outlook and operation, attracting students, PhD candidates and professors from across the continent, and beyond.

Still in scale-up phase, UM6P at a glance has:

- 540 students and 120 PhD candidates, as of January 2019
- A campus of 17 hectares, expected to reach 60 hectares by 2022
- 110 hectares of experimental farmland in Benguerir

www.um6p.ma





Beneficiary view

Chongo Mphatso Student

At home in Malawi, thinking about how to build my career, I had never heard of UM6P. I saw an online advert on a community chatroom I use and it sounded interesting. So good that I did not trust the ad at first.

Once I started looking in to it, I was amazed. I felt that the backing of a company as large as OCP gave it credibility, which helped me trust the university as an option.

As a biologist by background, I was not really looking at agricultural sciences, but as I read about the vision, courses, campus, facilities and culture, I changed my plans. And I'm so glad that I did.

This place is so different. Beyond the world class labs and equipment, the things that really stand out are the people and the way the learning is structured.

Tutors and students alike want to do things differently. We all share a desire to think and do things in new ways. You can sense that the moment you get here.

The first thing the tutors told us is that we cannot learn about agriculture without understanding what it means to be a farmer. We each get a small plot of land that we have to grow crops on with a partner. No machinery, just old-fashioned manual work.

We spend every Friday on our plots, trying new ideas. As simple as it sounds, this is a key learning experience – we need to understand the practicalities of African farming if we hope to create new solutions.

And that is replicated in everything we do. We buddy up with other students – the year above and below – to do work on research topics. Collaboration is central to the way we work.

I'm already thinking about how I can apply the subjects I'm learning about to solve the challenges we face in Malawi, and Africa more generally. What I can see is that we can solve them and that we can develop the solutions ourselves.

UM6P is not just a place to learn, but a center of evolution. It is giving us the knowledge and hunger to find new answers. Plus a network of collaborators to change our world.

Collaborator view

Khalid Saidi Librarian, UM6P

I had a great job in an excellent university in Rabat, I was very happy. And then UM6P came in to my life and recalibrated what good looks like.

As soon as I understood the ambition for it, backed by the resources of OCP, I had no choice – I had to be here. It's a once in a lifetime chance to benefit from a world class learning facility built from scratch.

The team here trusted me to design a place for the students to read and work. It is a library, but not as you typically think of one.

It is a calm place, connecting the past, present and future.

We have many original fossils on display, which are one of my favorite things. OCP operates some of the largest mines in the world, digging through hundreds of millions of years of rock and earth to find phosphate. So, it surfaces many amazing finds. I love this contrast between the world of dinosaurs and modern technology.

The atrium as you come in is not just designed to impress, but also to act as a venue for lectures and collaboration. We can provide all the textbooks students need, but we use digital subscriptions to online journals to make sure our students and alumni can keep up to date with the latest research.

This is key to the university's purpose. While we are starting from this incredible campus, we want to work across Africa, so we are already building systems that scale and connect.

One of the things that gives me a thrill is seeing the different nationalities and hearing the different voices from around Africa. I am part of a major project to help Africa become self-sufficient.

And we're already accelerating, trebling our campus next year in order to have capacity for 6,000 students a year by 2025. I can't wait to see our new space, which will be awesome.



Courage

Forging opportunity, together

The French Government's social enterprise concept of 'The Social and Solidarity Economy' covers the activities of a wide range of organizations. Creating a specific legal status for this kind of social enterprise has fast-tracked the development of many such projects. It has now been introduced in Morocco.

OCP has been working with the Moroccan Chamber of the Social and Solidarity Economy and the Government to provide local organizations with training, capacity building, and support for the certification of cooperatives and associations, so that the sector can grow and mature and contribute to the Moroccan economy.

A program was introduced by the OCP Foundation in 2014 for young people which encourages and supports students in the undertaking of social entrepreneurship projects, through national and international events along with training and competitions.

www.enactus-morocco.org

Between 2014 and 2018, this initiative has:

- Introduced more than 12,000 young people (18-24 years old) to social entrepreneurship
- Trained 450 team leaders to help guide this initiative
- Produced 130 projects for young people to consider
- Planned for an annual project flow that will create nearly 800 jobs
- Incubated and accelerated 28 startup projects with a high social impact
- Created 175 jobs across the different programs

OCP works with Enactus Morocco, an NGO, to promote societal progress through entrepreneurial action. Enactus is a community of students and leaders from academia and business. They develop the entrepreneurial spirit and skills of students, supporting them in the implementation of entrepreneurship projects to help the community.





Beneficiary view

Malika Laatik Cooperative President “The farmers of my country”

Morocco is known for its intricate patterns and bespoke handicrafts. Design and color are part of our culture.

In the face of globalization and cultural erosion across the world it is important to protect the things that make up who we are as a people.

Our cooperative is located in the region of Marrakech, in Rhamna province, we operate in the textile, decoration, furniture, and copper sectors.

We were allocated a team of students and team leaders by Enactus Morocco to provide much needed labor and support in order to grow our textile platform. These students are not paid, they give up their free time for enterprises they want to get involved with in order to try and grow them, for the greater good.

Having more pairs of hands was certainly a hand-up for me! There is only so much you can achieve with a small team, and we weren't producing furniture or textiles or copper on any great scale. It was good, but it can always be better. We always dream, don't we, of better things?

With the help of the students, and the guidance from Enactus, we've been able to increase output and reach more people through industry events and training in marketing. This is funded by OCP, and it's through the OCP Foundation that I've been able to have these new experiences, learn new skills, and have new elves to help me!

The students won't be around forever, of course, but it's amazing to see the power of this initiative in boosting local businesses in know-how and output.

Through the OCP Foundation, I've also won a prize for my efforts in the Moroccan handicrafts and skills sector! It's fantastic to have a light shined on the hard-work that we do, and it's a great way to show potential customers the value of my products.

I would like to thank the OCP Foundation for its support, which has been such a source of motivation. I never thought I'd win a prize and get the support I did. The award is not only a recognition, but also a great responsibility to develop and promote the Moroccan handicrafts sector.

We hope to live up to expectations, and help to preserve our culture!

Collaborator view

Maha Ech-Chefaa Enactus Morocco and OCP partner

By partnering with the OCP Foundation, Enactus Morocco has been able to realize its commitment to advancing social progress in several aspects for Morocco.

At Enactus, we have an ability to identify business opportunities and we have the talent in our volunteer students to transform them into value-creating projects.

Our willingness to take action and to set up concrete projects on the ground attracts a community of professionals and teachers who support a new generation of young leaders to become agents of change.

We have evolved not only in terms of mobilization and capacity building of young people in innovation and social entrepreneurship, but also in terms of developing projects to meet social challenges, accelerating start-ups ups and creating jobs, thereby creating a positive and lasting impact in the community.

OCP's direct support of our work in helping Malika and her cooperative allowed a number of our young people and team leaders to get involved with making the textiles business better known.

The funding that OCP provides supports our team leaders in guiding and supporting the myriad of young people involved in the program. Without crucial funding like this, Enactus Morocco would not exist. And without the students and support staff that Enactus provides local communities, businesses would not thrive.

At the same time, we mustn't forget what students get out of these initiatives. A chance to see first-hand how a business operates, the processes and mindset needed to make a success of an enterprise, and the hard work that every endeavor needs – these are all skills which will set them up for life.

With the help of the OCP Foundation, we can help more businesses and expose more students to real-life skills which will prove invaluable.



Discovery

Starting life right

In 2019, OCP's Act4Community initiative established the École Al Hayat (Al Hayat Nursery School), in Douar Ouled El Moudden in the commune of Moulay Abdellah, Morocco.

The school took in 32 children in its inaugural year – pupils from the surrounding area, which is an isolated part of Morocco with little access to ready education. The lack of primary care for children was an urgent concern for the local community. Funding an education program was therefore an easy decision for OCP's Act4Community team.

The initiative was a collaboration with Association Al Hayat, a non-governmental organization and regular partner of OCP focused on community initiatives and learning.



Beneficiary view



Amid Mohammed
Parent

When I see my little one playing and learning, I am grateful that he has the chance to start his life in the best way possible, through this education program.

It's the most important thing I could hope for – the strongest start to life possible for my child. My older children didn't get a chance to experience the school, because it's new, but if I have more children in the future, it's a great comfort to know the school is there.

The same applies to the other parents in the village. Having a school that will take in more children as it grows is uplifting and gives us real hope for our children's futures.

We don't have anything like this in the region. In the cities and towns, education at a young age might be common, but rural villages don't get access to teaching unless someone makes a real effort to introduce it, and has the money to keep it going.

Formal education is something for the older children, and the lucky ones at that, but starting education from an early

age is something that I recognize is extremely important. I didn't go to school when I was young – it's exciting that in the space of just one generation we can have this change in access to education.

That's why I'm so grateful for the school. I like to think that if my child starts education earlier, his chances for a good job and better wages are higher.

I was speaking to one of the teachers the other day, Mina Ahsane, and she was saying how proud and happy it makes her to watch the children learn. She's an Act4Community volunteer from OCP, which I didn't know about until this program started.

It's a great way to bring together the community – this sense of shared purpose. A group of us helped with painting the school and through the whole initiative, I've learnt more about OCP's community involvement.

The Act4Community initiative is brilliant – I would like to thank the volunteers for all their hard work with the school, and with my child!



Collaborator view



Rachid Tber
OCP and Act4Community

When the idea of establishing a school in Douar Ouled El Moudden was put to Act4Community, it was clear to everyone involved that the village desperately needed an education center for young children.

This is not a prosperous part of Morocco – education facilities are scarce and older pupils have to travel to neighboring communities for their education. That's less easy for adults with very young children – we needed a facility within the immediate area.

The proposal for the school, put forward by Association Al Hayat, had two key objectives: achieving a positive impact on the local community, and establishing education for young children.

OCP had been working with Association Al Hayat for a couple of years before this initiative – helping them train in how to structure a project, how to plan, execute, and follow up on a community drive.

This partnership culminated in the proposal for the school. Through Act4Community, we can seek, and approve the creation of community schemes which will have significant benefits for local communities, so we were keen to hear what Association Al Hayat had to say.

The approval went ahead and we were quickly underway – painting and repairing a building in the village which was ear-marked for this program.

Later, we bought supplies, e.g. toys, blackboards, desks, books, notebooks, and writing tools, before opening our doors to our first children.

The impact on the local community can be seen everywhere. Children who previously had no learning resource now have a structured introduction to early education. This will stand them in better stead for when they enter formal education at an older age.

At the same time, the school is a place where parents can come together and socialize as their children learn. The community spirit is stronger as a result of creating this hub. Shared experiences and new friendships can be discovered and fostered.

We intend to build the school further with each passing year, as we admit more children to our programs. It's the start of a great initiative which I hope will bear fruit for many years to come.





Nurture

Embracing change for the good of Morocco

The work of Mohammed VI Polytechnic University (UM6P) is not only a domestic effort, it also collaborates with international organizations for the benefit of African agriculture.

One program is the partnership UM6P holds with Canada's International Development Research Center (IDRC), which is behind an initiative being trialed in Rhamna region to scale up quinoa production for farmers and to improve food and nutritional security in poor rural communities.

Quinoa is more protein-rich and resilient to drought than other grains currently grown in Morocco, such as corn, barley, rice and wheat.

The International Center for Biosaline Agriculture (ICBA) in the United Arab Emirates is also involved in this initiative, advising on the saline agriculture of the region and the approaches to combatting soil characteristics.

This initiative is complemented by OCP Group in two ways:

- Through the UM6P, which carries out research at its experimental farm and in the farmers' fields, training with Morocco's National Office of the Agricultural Council (ONCA) to help deliver learning and resources to Moroccan farmers
- Through "Situation Quinoa" – where Act4Community volunteers work closely with the farmers to conduct the trials. Here, UM6P supports by mentoring the Act4Community volunteers and farmers on their journey

www.um6p.ma/fr

Beneficiary view



Hafida El Filahi Farmer and Cooperative General Secretary

Quinoa is a superfood – rich in protein and low in sodium.

Across the world, demand for plant-based, nutrient-rich foods is growing, as is vegetarianism and veganism, and it's becoming increasingly important to source animal-alternative proteins.

As a result of greater demand, the cost of quinoa has risen across the globe. Yet farmers don't always benefit. Just look at cocoa and coffee – it's popular the world over, but farmers often can't make a decent living from it.

That is why we were so happy that the OCP Foundation helped us set up co-operatives so we can reap more of what we sow.

This initiative with Act4Community uses a higher yielding crop – that means we get more back, so the farmers here have a surplus to pass on.

When helping us to set up our cooperative, we all got training from the UM6P. They showed us improved ways of farming, new types of seeds and fertilizer.

It was great as some of the older people in the village had never studied before. It made us feel young! It's great to learn – and we got to share our beautiful corner of Morocco, as well as some of the old ways we have on the farm.

We all club together to get a better price. Sometimes, quinoa farmers can get as little as 8% of the final value of the product – we have been able to get a lot more with this initiative.

This means we have more money to invest, helping us improve our methods and market our product to more people. In the long term, it is going to bring a lot more money into this province. At the moment, this is still one of the poorest areas of Morocco.

Not only that, but other women, like me, are taking a big role in running these cooperatives. We feel like now more than ever we are in control of our destinies. Who would have thought I would be a General Secretary!

As a group, we are now growing three hectares of quinoa. It is the first time in the Province of Rhamna that quinoa has been grown by a co-operative, it's really exciting to be at the beginning of something big.

It also inspires us to work even harder – if the results are good, this scheme will be rolled out to other areas. It would be great if other villages across Morocco could feel the benefits we have.

Our new crops and co-operative have changed things for my family. Quinoa has proven to be not just a superfood when it is eaten, but a super food for us to grow and improve our lives!

It's still hard work, but it's more rewarding. I can't wait to see where quinoa production goes next, we are just getting started.

Collaborator view



Abdelaziz Hirich International Center for Biosaline Agriculture (ICBA) and OCP partner

What we're doing here in Rhamna is new in Morocco, and working with the farmers has to be one of the most rewarding experiences for me.

Our project aims to study the quinoa production chain in Morocco and the challenges of the sector.

Quinoa has not been a common crop for the country in the past, but with increasing risks to wheat, barley and corn production, such as unreliable weather patterns over the last years, we have had to find another way to produce a more reliable crop and improve food security in rural communities.

Although for crops like soft fruits the climate here isn't suitable, the region of Rhamna has the right conditions for growing quinoa. Quinoa can flourish with little rain and do well in nutrient-poor soil – it's the best crop to foster.

Our research partnership with UM6P and the IDRC develops and integrates new, evolved quinoa varieties which have been proven to perform better than any others. It's very exciting.

We then assess the seeds alongside farming practices so we can refine the best way of producing higher yields for the local farmers.

Five years on from our first tests, the program seems to be working!

In the first year of trials, the ICBA's research helped produce a seed yield 20% higher than local seeds.

Now in the fifth year, yield has increased by almost 150%. Think of the possibilities of feeding the population with those numbers!

Of course, this isn't possible without the hard work of the farmers. They need to be supported, which is, again, where UM6P comes in. With the added involvement of the Act4Community volunteers, we've been able to support more than 2000 farmers with training, mentoring and practical field days at UM6P's experimental farm.

But it isn't just about better ways of growing quinoa. This project also takes the crop from field to fork by helping farmers to market quinoa, advising on how to integrate it into people's daily diet, and by developing different quinoa products to suit Moroccan food, such as couscous, breads, and cakes.

This enables farmers, many of them women, to increase their incomes and gives them the ability to create a better future for their family. This benefits both the farmers, as they can sell more product, and consumers, who have access to a more nutritious, protein-rich seed source.

With yields on farms increasing and more customers looking to put quinoa on their forks, things are looking bright for Rhamna.

www.biosaline.org

Imagination

A land of dreams and colors

Built by OCP Group, the Media Library of Khouribga is devoted to both art and culture in the city and region. The library boasts an outstanding cultural program that is varied and innovative, covering books, multimedia as well as cultural and artistic activities in the city and its environs.

The building houses an auditorium and 6 study and social areas, with access for people with limited mobility as well as the visually impaired. These areas cater to the young and old, and include workrooms, the cafeteria and academic spaces. Each area has a multimedia station equipped with remote access software.

The Act4Community program is allowing more people than ever before to be able to share their stories at the library.

This is something that is even more important and rewarding than the physical presence of the building.

www.mediathequedekhouribga.ma





Beneficiary view

Abdelmajid Eradidi Artist and local resident

Art. Some see art as simply brush strokes on a canvas, carved rock, or welded metal. But to me art is more than that. Art is emotion. Art can tell stories and express feelings that could never be spoken by the mouth or written by the hand.

I was born in the rural commune of El Gnadiz, in the province of Khouribga. I have been passionate about drawing for about 10 years. I draw as much as I can, sometimes for days at a time.

I have always dreamt of seeing my drawings displayed in an exhibition, so people can see my happiness and my story, and maybe they can take some of what they have seen and be inspired in their lives too.

One day my friend and neighbor Mohamed Hadri saw my pictures and thought they should be displayed. Mohamed works for OCP, and under the Act4Community program he chose to spend some of his time helping me share my passion, helping me put on a solo art exhibition.

Ten months ago, I showed about 40 of my crayon drawings and artwork at the Media Library of Khouribga. I've never studied art, so to see my work in a gallery was amazing.

My work is colorful, inspired by natural landscapes, capturing the beauty of Morocco, mixed with how I view it in my imagination. I only started drawing when I became disabled, so to see them on show is a reminder of what I can achieve in spite of everything.

When Mohamed suggested to Act4Community coordinators that they organize an exhibition for me, the Media Library readily agreed to host it.

The exhibition was met with such positive comments, it was satisfying to know that people enjoyed my work. The exhibition let me meet people and exchange ideas, it made me feel incredible. Nothing can describe the feeling of bringing joy to someone's face.

Every time someone looks at one of my drawings it's like I'm sharing a little secret with them, allowing them to open a door into my imagination.

I hope through seeing my drawings, people go away and explore their own imaginations, and who knows, maybe one day, they will open the door of their imagination for others to explore.

Collaborator view

Lhoussaine Ait Brahim Act4Community

At OCP, we champion the individual. Imagination is one of the most individual things about any one person, and for us, the arts are important.

The Act4Community program allows OCP staff to use 30 days of their year to champion projects that are important to them.

Mohamed Hadri did just this. He saw the art of his neighbor Abdelmajid Eradidi, and thought it deserved to be exhibited on its own. So, that is what we did! An exhibition at the Media Library of Khouribga called "Défi et Créativité" [Challenge and Creativity] was hosted in October 2018.

Abdelmajid Eradidi had been drawing for 10 years, since he became physically disabled. He uses crayons to express his vision and interpretation of the world around him. The exhibition provided Abdelmajid his first solo opportunity to share this imagination to a wider audience.

It was a privilege to introduce Abdelmajid to the general public, as well as to other artists. Not only did this provide an opportunity to share his work, but it also let him discuss it with other artists.

What is shown in Abdelmajid's drawings is a world without borders, with opportunities for limitless expression and in which individual physical limitations can be surpassed.

To be able to see into someone's imagination like this is a privilege. We hope that through this Abdelmajid is able to show his work to even more people, allowing them also the privilege of sharing his personal work.

Both Act4Community and the OCP Foundation firmly believe this sort of initiative is something that should be open to more people. With the Media Library of Khouribga we hope to be able to allow more people the chance to share the products of their imaginations.





Zeal

Lycée d'Excellence de Benguerir (LYDEX)

LYDEX is an innovative and integrated model of pre-university academic facilities in the town of Benguerir, in the heart of the Mohammed VI Green City.

Built and funded by OCP, it delivers academic excellence, geographical range, and socio-economic diversity to some of the world's best learning institutions.

Its mission is to educate, train and empower students in order to prepare them for ambitious studies in selective sectors. The school encourages students to succeed in scientific and technological fields through meticulous mentoring and a modern teaching structure, helping them to get into the most renowned domestic or foreign universities and schools.

OCP and LYDEX together aim to bring out a generation of excellence that will shape tomorrow's Morocco and Africa.

In the years after the Lycée launched its flagship CPGE (Classes Préparatoires aux Grandes Ecoles) program to prepare students for the best higher education studies, hundreds of students have passed the entrance exam to major engineering schools in France and Morocco, including:

- Ecole Normale Supérieure
- École Polytechnique de Paris
- CentraleSupélec (previously École Centrale Paris and Ecole Supérieure d'Electricité)
- Sup'Aéro de Toulouse

www.lydex.ma

Beneficiary view



Zineb Mazzouri
Student

After finishing our Baccalaureate in school, we all had our heads filled with uncertainty, potential opportunities, and lots of dreams. I found it hard to see what my next steps were.

Many women and girls, not just in Morocco, but across the world think that a career in science and technology isn't for them.

But I love physics. LYDEX gave me the chance to study what I love.

Not only does it give me the chance to learn more about science, but it also provides an outlet for my curiosity.

The style of learning will be really good preparation for further study, as the teaching is similar here to at university.

And for me that is where I want to go next – so this preparation is really important.

After taking the CPGE, loads of students in the years above me have passed entrance exams to the best engineering schools in France and Morocco.

Those are the places I have always wanted to study. But these institutions are normally only accessible to a few - without LYDEX I can't see a way that I would have been in with a chance.

Now, much more seems possible. Thanks, in large part, to the extraordinary school staff. Their continuous support during my two years of preparatory classes gave me greater access to information for my studies and really increased my chances of success.

Physics is a hard subject, with so many formulae to understand, so I do make mistakes, but the staff encourage us and restore our confidence in moments of doubt. They help us to keep going and find a solution ourselves – that's the best way to learn.

I have loved my time here, and it has made me look forward to my future even more – I can't wait for what comes next. LYDEX is truly a stepping-stone to my dreams.



Collaborator view



Ahmed Benzzi
Lycée d'Excellence
de Benguerir (LYDEX)

To me, education is one of the most important gifts society can bestow. To educate the minds of the young is to chart the future path of generations to come.

Morocco is a land of colors, a land of plenty, and a land of hope. Environmentally, socially, and culturally, Morocco is rich. And there is much greater economic potential here now, too. But for us to get the full benefit, education is so important.

We, like every country, always require more skills – to drive economic empowerment and help our communities to grow. And LYDEX is a great step forward in helping us achieve that.

Ultimately, the school participates in the enrichment of the only inexhaustible resource of our kingdom – its youth. And when you cultivate a resource, just like OCP has done with Morocco's phosphate, everyone reaps a reward.

Educating children with potential, harnessing their enthusiasm to prepare them for their next steps, helps lift everyone.

After LYDEX, students can study further in Morocco or abroad, with 29 students who had taken preparatory classes at LYDEX gaining entry to France's prestigious Grandes Ecoles.

These engineering schools are normally only attended by the elite, so for our school to help students apply successfully is an achievement I'm extremely proud of.

In fact, last year we broke our own record for single class admissions to both the Ecole Normale Supérieure and Ecole Polytechnique de Paris. This makes LYDEX even more relevant on the world stage and gives our students a credibility from which they can benefit for the rest of their lives. The more the LYDEX grows, the greater number of students we hope to send.

The LYDEX and its students' achievements show how much we can deliver for Morocco. When the youth are given a place to learn to their full potential, the whole country benefits. That's why OCP's commitment to LYDEX is so important.





Abdelhadi Sohib
Secretary General
OCP Foundation

Just the beginning

Every year, we mobilize the resources at our disposal to help develop communities in Morocco and several African and Asian countries.

Thanks to the unwavering commitment of our colleagues and the invaluable support of our partners across the public, private, social and academic sectors, our continued efforts have created a real, tangible difference in people's lives.

We are in constant pursuit of sharing our knowledge and networks in the best way we can. In aid of this, we have successfully implemented impactful projects that now greatly benefit the young, women, farmers and entrepreneurs.

We believe connection is about conversation. And by keeping a constant dialogue open, we're able to understand that it's not simply about addressing the needs of the people today, but asking what they wish to achieve in their lives – before helping them take meaningful steps, or leaps, to achieving those goals.

When looking at those we have connected with through this approach, I feel a wide range of emotions myself:

- **Gratitude** for the openness of the communities around us and the support of OCP.
- **Pride** to work alongside colleagues and partners who share the same passion and energy towards making a difference.
- **Humility** at seeing the courage and determination of people who want to improve their lives. Often in the face of environmental or other challenges.
- **Excitement** for the future.

It's an honor to be part of this journey. A journey where we can work hand in hand with great people around the world, from Benguerir (Morocco), Addis Ababa (Ethiopia), Piracicaba (Brazil) to Bonli (India).

Niya – shared good intentions.



A photograph of two men in a field of green wheat. The man on the left is older, with a mustache, wearing a brown jacket over a blue striped shirt. The man on the right is younger, wearing a dark jacket and jeans, and is pointing at a wheat stalk. The background shows a vast green field under a cloudy sky. The right side of the image is partially cut off by a white, jagged edge.

*Niya - shared
good intentions*