The SNI associates INJAZ Al-Maghrib to its CSR strategy

At the heart of its social engagement, the Corporate Social Responsibility strategy of the SNI is now focused on entrepreneurship as per a decision of its Executive Board dated September 28th, 2015. In order to strengthen its impact as recommended by Mr. Mounir El Majidi, Private Secretary of H.M the King Mohammed VI and Chairman of SIGER, the SNI approved the CSR project to strengthen the impact of its social engagement. It decided to do so with INJAZ Al-Maghrib’s association, created in 2007 under its patronage.

Concretely, this engagement will be demonstrated by a significant increase in the SNI contribution in the funding of INJAZ’s activities, which will contribute to the sustainability of our cause. From 19%, the SNI will increase its financial contribution to the association to 50%. Moreover, the SNI Group and its subsidiaries will mobilize its employees as INJAZ’s volunteers in our training programs. To date, the SNI group’s volunteers account for 28% of our total training hours, good prospects for the future. An example of what can civil society do when it is supported by the Company.

TESTIMONIAL

Mr. Mhammed ABBAD ANDALOUSI
Chairman and CEO of INJAZ Al-Maghrib

“We are very excited about the decision taken by the SNI toward our project and delighted to count on this unprecedented support. The SNI played a major role at the creation and during the development of INJAZ Al-Maghrib. Its decision to associate us to its CSR strategy requires us to take new challenges for the Moroccan youth.”

FLASH News

Attijariwafa bank honors its executives involved in INJAZ project and commit to mobilize 1,000 volunteers over 3 years!

As part of the Group CSR strategy, Attijariwafa bank foundation organised a ceremony where recognitions certificates were given to honor the 70 volunteers engaged in INJAZ project, in presence of the Top Management of the bank and invited personalities. On this occasion, Mr. Mohamed El Kettani, Chairman and CEO of Attijariwafa bank invited its executives to get involved in INJAZ project that is part of the strategy at promoting entrepreneurship in our country and committed to mobilize, over 3 years, 1,000 of its executives as INJAZ volunteers. To conclude this ceremony, young high-school and university students, who benefited from INJAZ training programs, were invited to testify on their experience.


TESTIMONIAL

Mr. Mohamed EL KETTANI,
Chairman and CEO of Attijariwafa bank

“By supporting the youth entrepreneurial education through the mobilization of volunteers in INJAZ Al-Maghrib association, we aim to contribute to the development of the youth’s potential who represent the future of Morocco and thus participate in the development of our country.”
Al Barid Bank is committed to train 3,000 middle-school students to entrepreneurship in 10 cities of Morocco!

Mr. Redouane Najm-Eddine, Board’s Chairman of Al Barid Bank and Mr. Abbad Andaloussi, Chairman and CEO of INJAZ, signed a partnership agreement in presence of Mr. Amine Benjelloun Touimi, CEO of Barid Al Maghrib and an audience of journalists.

As a partner and major contributor of INJAZ Al-Maghrib, Al Barid Bank commit to mobilize its executives in the deployment of the Entrepreneurship Masterclass and Company Program for the benefit of 3000 students from public school in 10 cities of the kingdom. Al Barid Bank will mobilize its executives in all the national territory to implement the Entrepreneurship Masterclass program: 1 city per month throughout the school year 2015/2016, which means 1 EMC per month for 10 months.

The 2015-2016 objective in terms of number of youth trained is 24 165 youth compared to 17 874 youth trained in 2014-2015 which results of an increase of 35%.

To date, INJAZ trained cumulatively more than 50 000 youth and aims at training more than 75 000 youth in 2015-2016.

Our training programs will be launched in 6 additional cities: Meknes, Nador, Berkane, Youssoufa, Benguerir and Dakhla, increasing our geographic presence to 18 cities in 2015-2016.
PARTNERSHIPS

Mastercard

Renewal of the partnership with CITI Foundation

Strategic partner of INJAZ Al-Ma-
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Thanks to the financial support of
CITI, INJAZ Al-Maghrib will deploy
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Programs, the flagship program
of INJAZ in the public sector.

INJAZ Al-Maghrib stren-
then ghts its partnership with the ACO

Thanks to the mobilization of ACO’s
members, this partnership includes the
implementation of its programs. INJAZ Al-Maghrib
opens 2 incubators in Agadir, a center for young
entrepreneurs, in partnership with the ACO
through the implementation of the ACO’s
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HIGHLIGHTS

«MARCHE VERTE»’s TRIATHLON

INJAZ Al-Maghrib intervenes in all the
regions and provinces:
Khouribga, Safi and Laâyoune.
and Youssoufia, after El Jadida,
Meknes, Sale and Kenitra !

MEPI supports INJAZ in Fez,
Meknes, Sale and Kenitra !

The MEPI supports INJAZ in launch-
ing a pilot in entrepreneurship
education through the delivery of It’s My
Business, Company Program and
Entrepreneurship Masterclasses in 4
cities of the Kingdom.

ABOUT THE MEPI

The Middle East Partnership Initiative (MEPI), located within the Bureau of Near
Eastern Affairs at the U.S. Department of State, is a unique program designed to
engage directly with and invest in the peoples of the Middle East and North Africa
through innovative, effective programming. MEPI was created to engage with people
through direct investments in the Middle East and North Africa, in order to advance
opportunities for women and youth and help communities shape their own future.

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innovation and entrepreneurship
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BUSINESS LEADERS

INJAZ Al-Maghrib intervenes in all the
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opportunities for women and youth and help communities shape their own future.
3 QUESTIONS to... Mr. Othmane TRICHA
In charge of the Real Estate/Services & Wood CDG Dev and INJAZ volunteer for 5 years

1. Could you tell us about your background within INJAZ as a volunteer?
When I returned to Morocco after several years abroad, I was looking for citizen action and a way to put my acquired knowledge in the service of a social cause service. INJAZ Al-Maghrib then seemed to be one of the strongest organizations distinguished by a vocation and an ambitious objective of accompanying thousands of students in the discovery of the corporate world. I then had the opportunity to participate for more than four years in a rewarding experience in more than four secondary schools in Rabat, before moving two years ago to the supervision of a group of 80 students from the Science and Economic Faculty of Souissi. The objective is to supervise the students to imagine a product / service, and provide guidance on all life stages of a business (Junior Company); design, marketing, production of profits and dividend distributions.

2. What lessons have you learned from this experience?
First of all, a personal satisfaction, with dynamic students, with great potential. What a joy to see the students satisfaction when they realize their first product on which they have worked so hard to get to sell themselves on the market. They also discover team work and joint effort! I will not forget the joy of Omar Al Khayam high school students when they were awarded the Best Junior Company.

3. The last word...
Each of us must be able to contribute to the socioeconomic development of the Moroccan society.
Strengthening of the team

CASABLANCA
Chrysoline Delkaoui holds a diploma in Marketing and Communication from Reims Management School. With more than 15 years of experience in France, in marketing studies for international groups, Chrysoline is the Programs Director (as a volunteer).

Sandrine Winder holds a diploma from Commercial Institute of Nancy, France and is certified PMP (Project Management Professional). With more than 10 years of experience, Sandrine joined INJAZ as a Project Manager (as a volunteer).

FEZ
Hinda Bouddane holds a license in Fundamental studies and a professional license in social assistance from Sidi Mohamed Ben Abdellah university. She joined INJAZ as an operations coordinator in Fez.

KENITRA
Tida Rada holds a licence in psychology from Miraille University of Toulouse and a Master of Management from VATEL in Marrakech. He joined the team as Operations coordinator in Kenitra.

MEKNES
Douaa Konia holds a Master in Management and urban social engineering from the University Paris 13. She also holds a degree in social counselor of the National Institute of Social Action of Tangier. Douaa joined INJAZ team as operations coordinator in Meknes.

CASABLANCA
Kamal Lahad holds a Master in Marketing and Commercial Actions from ENCG of Casablanca. He joined the team as Smart Start and Event project manager.

MEKNES
Douaa Konie holds a Master in Management and urban social engineering from the University Paris 13. She also holds a degree in social counselor of the National Institute of Social Action of Tangier. Douaa joined INJAZ team as operations coordinator in Meknes.

OUR PARTNERS

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