

What works? Youth transitions, from education to employment in the Middle East and North Africa

Annual Report
ECONOMIA, HEM Research Center, Morocco

March, 2020

RESEARCH TEAM



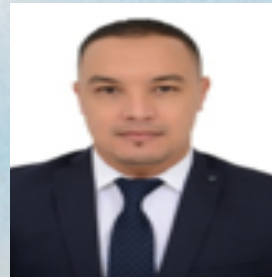
Driss KSIKES, Director



Manal EL ABBOUBI,
Coordinator, Social Innovation Chair



Researchers : Fadma AIT MOUS, Aziza MAHIL, Nabil MABROUKI, Said ABU SHELEIH, Abdelhak KAMAL



Support team : Haydar JAZOULI, Adil MGUERAMAN (PhD student), Mohammed Amine SABIBI (PhD Student)

Main contributions (1/2)

Casablanca City Lab : a social innovation project with Lydec, based on young entrepreneurship initiatives focused on sustainable issues, and applied to the specific region of Casablanca

The project started on July 2018 and finished on December 2019.

It involved multi-disciplinary researchers, managers and a panel of experts from various disciplines (architects, sociologists, social entrepreneurs ...etc.)

The project started with a stakeholder dialogue on sustainable issues applied to Casablanca, and aimed to select four start ups that have been coached during two months to deliver, in December 2019 their solutions



Main contributions (2/2)

ECONOMIA Book :

Between 2014 and 2016, qualitative and quantitative research work was carried out in Morocco as part of the SAHWA project "Researching Arab Mediterranean Youth: Towards a New Social Contract" funded by the European Union and conducted simultaneously in 4 other countries (Algeria , Egypt, Lebanon and Tunisia). In Morocco, this project was coordinated by the Economia Research Center. In particular, a quantitative survey was carried out among 2000 young statistically representative Moroccans. Ethnographic fieldwork among different young categories (rural/urban) was also carried on issues related to employment, mobility and youth cultures. The purpose of this Economia book is to make the most of this survey and these ethnographies by inviting many researchers and scholars to use these data in order to tackle the issues faced by young people in Morocco. The potential contributors are scholars experts on youth studies, they were asked to use Sahwa data and their own data in order to produce a comprehensive papers on different aspects on current youth issues in Morocco.

The book is coordinated by : Fadma Aït Mous, Zakaria Kadiri, Driss Ksikes and Bachir Znagui)

Casablanca CityLab



Main steps

Feb 2018

Lydec's participation in the co-construction of the IS chair

Lydec needs analysis and exploration of avenues of collaboration

Oct 2018

Lydec compilation and presentation of the roadmap

Feb 2018

Organization of workshops with stakeholders

June 2018

Signature of the agreement

Nov 2018

Diagnosis and identification of issues

May 2019

Application selection

July 2019

Deployment of the support program

March 2019

Call for applications

June 2019

Design of the support program

Oct 2019

End of the Casablanca CityLab support program

Citylab stages

Steps	Researchers Involved
Nov 2018 Diagnostic, identification of issues and implementation of steering bodies	Driss KSIKES, Manal EL ABBOUBI, Aziza MAHIL, Fadma AIT MOUS, Adil MGUERAMAN, Haydar JAZOULI
Nov 2018 – Feb 2019 Organization of two stakeholder dialogue tours	Driss KSIKES, Manal EL ABBOUBI, Aziza MAHIL, Fadma AIT MOUS, Said ABU SHELEIH, Nabil MABROUKI, Abdelhak KAMAL Adil MGUERAMAN, Haydar JAZOULI, Mohammed amine SABIBI
March 2019 – May 2019 • Launch of a call for applications • Receipt of applications • selection of shortlisted candidates	Driss KSIKES, Manal EL ABBOUBI, Aziza MAHIL, Fadma AIT MOUS, Said ABU SHELEIH, Nabil MABROUKI, Adil MGUERAMAN, Haydar JAZOULI, Mohammed amine SABIBI
July 2019 - October 2019 Launch of the support program and monitoring of works	<u>Design and coordination</u> Abdellah TALIB, Driss KSIKES, Zineb BENNOUNA, Manal EL ABBOUBI, <u>PhD students and project managers</u> Adil MGUERAMAN, Mohammed amine SABIBI, Haydar JAZOULI Ahmed-Amine LOUALI

Cycle program

Meeting	speaker	content	Challengers
11-12 July	<u>Monitoring and support :</u> Aziza Mahil Naoufel Fassi-Fihri	<u>Cropping:</u> - Operationalization of concepts - Valuing social experience - Business projection	✓ Driss Ksikes ✓ Achraf El Kouhen ✓ Fadma Ait Mous ✓ Said Abu Sheleih
6-7 Sept		<u>Impact 1:</u> - Operationalization of concepts - Valuing social experience	✓ Ghizlaine El Manjra ✓ Abdesslam Dahman Saidi
13-14 Sept		<u>Management of the relationship with stakeholders:</u> - Operationalization of concepts - Valuing social experience - Business projection - Contributions	✓ Manal El Abboubi ✓ Houda Aouraghi ✓ Youssef Nejmi
05 Oct		<u>crystallization</u>	✓ Research team
11-12 Oct		<u>Impact 2:</u> - Business projection - Contributions - Communication – Method (pitch)	✓ Said Abu Sheleih ✓ Aimane Cherragui ✓ Manal El Abboubi ✓ Driss Ksikes
16 Oct		<u>Final presentation</u>	Open by invitation

Restitution and closing of the laboratory (Wednesday October 16)

- Opening : **Jean-Pascal Darriet**, General Manager of Lydec and **Yasmine Benamour**, General Manager of the HEM Business School-Morocco Group
- Presentation of projects to partners, identified stakeholders (public, private and civil society) and supervisors and challengers.
- Promotion of the work carried out and promotion of networking likely to develop the City Lab project.
- Connect the worlds of applied research and business with a concern for sustainable societal impact.

Presentation of the 4 selected projects

- **Easyrun** : a digital platform which connects an independent community of two-wheel couriers.
- **Busmart** : Connected school transport. Web application for geolocation of school buses.
- **Fashion Shifter** : Recycling solution for used clothes.
- **FabLab** : creation of a "FabLab" manufacturing laboratory in a working-class district which is a place dedicated to manufacturing and invention. a space for sharing and exchanging knowledge or know-how on software or a machine for example.





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S DE NOUVELLES SOLUTIONS



Economia Book



- Provisional summary :
- **Introduction**
- **Chapters :**
 - Youth agency in Morocco (Jose Sanchez Garcia)
 - - Mapping of youth integration policies in Morocco and international cooperation policies (Olivier Deau)
 - - Young girls from rural areas and the uses of new technologies (Khadija Zahi)
 - - Young leaders: capacities, networks and empowerment (Yasmina Kadiri)
 - - Categorization and integration policies of unemployed graduates using NEET indicator (David Goeury)
 - - Cultural practices of young people in Morocco (Fadma Ait Mous and Driss Ksikess)
 - - [...]

Interviews :

- Interview with Mounia Bennani Chraïbi on the political issues for youth (by Bachir Znagui)
- - Interviews with Jörg Gertel (co-author of “Coping With Uncertainty. Youth in the Middle East and North Africa”, 2018) (by Fadma Aït Mous)
- - Interview with Imed Melliti (sociologist, Tunis, Vice-president of AISLF) around young people in the Maghreb and the issue of social justice (by Aït Mous)

Economia Book

Timetable

- **Invitations to contribute sent to participants: January-February 2020**
- **Articles size: 7,000 to 10,000 words**
- **Submission of papers: June 15th, 2020**
- **Publication date: September 20th, 2020**

