



This project is co-funded  
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MEDUP!

Promoting social entrepreneurship in the Mediterranean Region

Consortium Leader:



European Partners:



Southern Mediterranean Partners:



Associated Partners:



# Enactus Morocco

First Coordination Meeting- Rabat -  
10.10.2018



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# Enactus Morocco

**Enactus is the world's largest experiential learning platform.**

We empower university students and youths through training and mentorship to develop social entrepreneurship projects that solve social challenges in their communities.



**At Enactus, we believe investing in youths who take entrepreneurial action for others, creates a better world for us all.**

Our **72,000 students** are entrepreneurial, values-driven social innovators across **1,730 campuses** in **36 countries**, positively impacting the lives of **1.3 million people each year**. Guided by educators and supported by business leaders, teams of students conduct needs assessments in their community, identify potential solutions to complex issues and implement community impact projects.

In **Morocco** Enactus was implemented in **2003** as local based NGO affiliated to Enactus Global.



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# Our Programs

## University Program

- **Target:** Open to university students;
- **Project Stage:** Not Applicable
- **Main goal:** develop social entrepreneurship projects;
- **Programs / Activities:**
  - Seminars
  - Training sessions
  - Competitions
- **Projects Funding:**
  - Available up to 300 USD / Project.

## Impact Accelerator Program

- **Target:** Open to Morocco;
- **Project Stage:** Early Stage (Prototype- early sales)
- **Main goal:**
  - accelerate growth;
  - Implement social enterprises.
- **Programs / Activities:**
  - Bootcamps
  - Training sessions
  - Demodays
- **Projects Funding:**
  - Available up to 2000 USD / Enterprise.

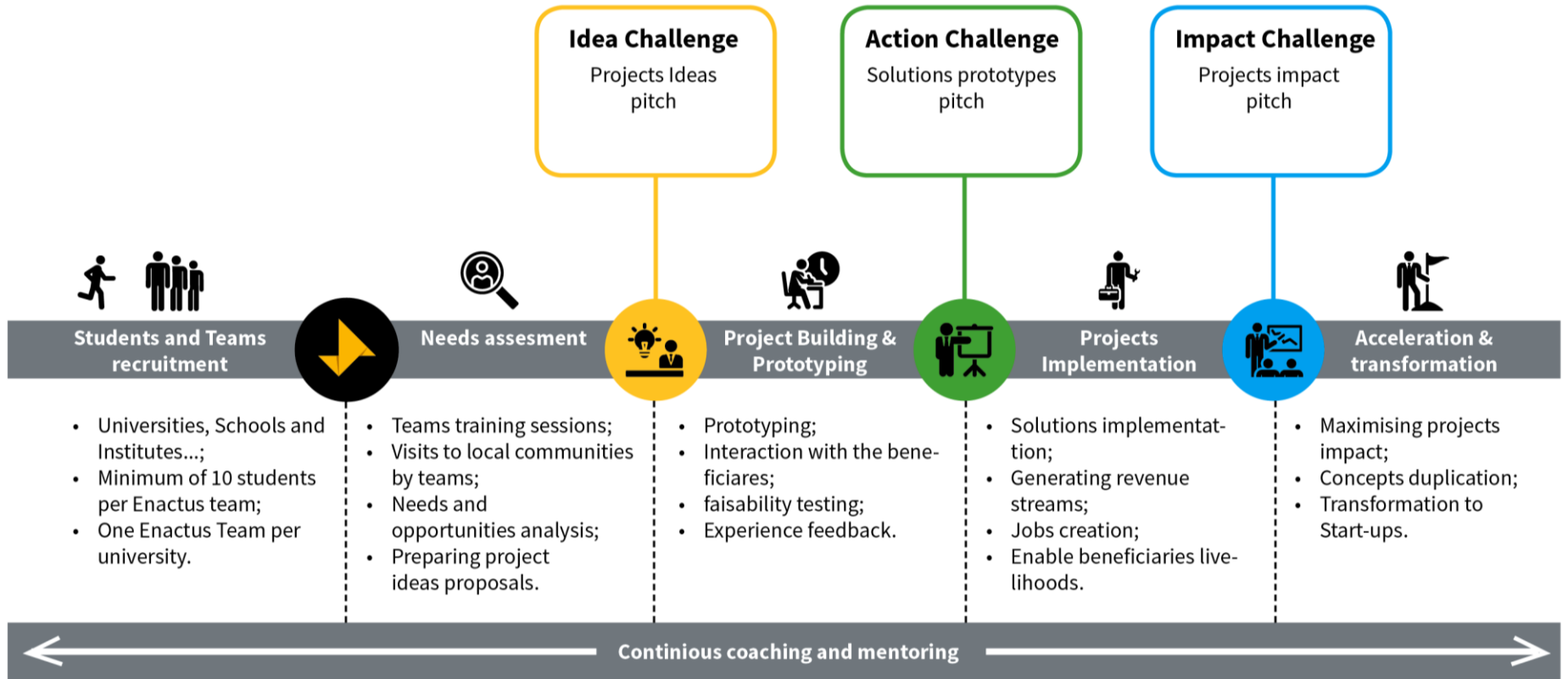
## Other Programs

- **Target:** Youth in general
- **Project Stage:** All types
- **Main goal:**
  - Education about social entrepreneurship;
  - Boosting social enterprises
- **Programs / Activities:**
  - Hackathon
  - Competitions
- **Projects Funding:**
  - Depending on program
- **Example:**
  - Smart City Hackathon;



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# Our Methodology



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## Our Impact in 2017

**+5500**

Youths Empowered

**28 000**

Impacted People through  
Projects

**+110**

Universities and Schools  
members of our network

**+250**

Implemented Social  
Entrepreneurship projects

**+110**

Events and trainings

**+600**

Jobs created through the  
projects

**+500**

Volunteering Professionals

**30**

Accelerated start-ups\*



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# Social Enterprise Example



## Shems For lighting

- **Intervention**

Providing affordable solar lamps in rural areas and urban slums.

- **Impact and achievements:**

- **Jobs: 3**
- **Turnover: + 10 K USD**
- **Impacted people: 5000**



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# Social Entrepreneurship in Morocco

## Movements supported by Officials

- **Actors:**
  - State Secretary in charge of social and solidarity economy;
  - National Human Development Initiative (INDH) Project;
  - Mainly inspired by “ French “ model;
- **Offers:**
  - Support to associations and cooperatives;
  - Financial support;
  - Legal status for association and cooperatives.

## ● Summary of current situation in Morocco

- **Growing ecosystem (social entrepreneurship and entrepreneurship);**
- **No legal status → Many questions about Taxes, Revenues , Impact ....**
- **Few young social enterprises (around 40) operating for 3 years;**
- **Most of social enterprises in Morocco are led by youth and many of them are women.**

## Movements supported by NGOS

- **Actors:**
  - Many NGOs, incubator started in the past 5 years (around 10);
  - Individual initiatives and international franchises;
- **Offers:**
  - incubator - accelerator;
  - Co-working;
  - Funding.



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# Our intervention within the Med-up! Project

## Advocacy and awareness actions

### Targeting mostly officials and public institution to:

- Raise awareness about social entrepreneurship and its potential contribution in economic and social development;
- Inform about current situation (achievements, challenges and opportunities);
- Examine all opportunities within existing offers (funding, support ...);
- Bridging the gap between officials, SESOs and SE.

## Networking and strengthening of SESOs

- Capacity building;
- Scaling impact;
- Regionalisation;
- Developing a national network around social entrepreneurship.

## Supporting and financing social enterprises:

- Offering the needed funding and support to SEs;
- Scaling current SEs impact;
- Developing and showcasing success stories.



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