

<b>Project Name</b>	BINA – Maroc (Arabic: Maahad Altadreeb Almehani or BINA = Building up)
<b>Country / Region</b>	Morocco, Rabat
<b>Time Frame</b>	01/12/2019 – 31/12/2022
<b>Financing</b>	Federal Ministry of Economic Cooperation and Development (BMZ) via sequa gGmbH
<b>Project Goal</b>	Offering disadvantaged young people the opportunity to get vocational training and then enter the job market
<b>Target Groups</b>	<b>Direct Target Groups:</b> <ul style="list-style-type: none"> <li>• About 1,000 teenagers participate in profiling</li> <li>• About 1,000 teenagers get pre-vocational training</li> <li>• Minimum of 500 teenagers are placed into jobs or apprenticeships</li> <li>• Trainers get employment and further training</li> </ul>
	<b>Indirect Target Groups:</b> Companies getting qualified staff and trainees

## Background

The project complements the reform agenda of the state vocational training agency „OFPPT“, which includes building new vocational training centres, offering competence-based training and increased participation of enterprises in vocational training.

The BINA Maroc project uses the knowledge of partners from the business sector to address two challenges facing the Moroccan vocational training system: 1. the gap between existing qualifications and labour market requirements and 2. the fact that young people leave school with poor skills. Furthermore, the project is designed to provide short technical qualifications via ICOGER to disadvantaged young people. For both target groups, with the support of the project, ICOGER provides a deepened vocational orientation and promotes integration into the labour market.

## German Partner bfz gGmbH

bfz gGmbH is one of the largest private educational institutions in Germany; it is a 100% subsidiary of the bbw group. Together with its subsidiaries, the group carries out development projects worldwide in the fields of organisational development and vocational training.

The BINA approach has already been tested in the vocational preparation and labour market integration of young refugees in Germany, as well as in Ethiopia, Ghana, Lebanon and Northern Iraq. The concept has also been applied for social integration of disadvantaged young people in Brazil.

Projektpartner:



## Partner Organisation in Morocco

The Rabat – Salé – Kénitra Regional Chamber of Commerce, Industry and Services (CCIS) is the second largest in the country after the Chamber of Commerce in Casablanca. It benefits from the fact that several new industrial clusters, including the automotive industry in the Kénitra region set up their business there. CCIS has about 5,000 member companies.



ICOGER is a modern education and training institute of the chamber, which was founded two years ago. The future youth, cultural and training centre is located on the outskirts of the socially deprived area Ennasr in Temara, a fast growing industrial city at the south-west periphery of Rabat.

## Project Description

For the project, five occupational fields (i.e. electrical and solar energy, hotel and catering, geriatric care, storage and logistics, and sanitation) have been selected, in which young people have good job opportunities. In order to offer training in the relevant occupations, the schools are equipped accordingly and the local trainers are trained by German experts. To identify their potential, young people are tested for their talents with the help of a competence analysis. According to their strengths, they then take part in vocational preparation courses in the respective fields. After finishing their course, they are supported to find a job.

## The Three Components

<p style="text-align: center;"><b><u>Profiling</u></b></p> <p>The participants are tested for their talents, competences and interests and then advised accordingly.</p>	<p style="text-align: center;"><b><u>Vocational Training</u></b></p> <p>According to the profiling results, the participants are placed into vocational trainings. Regarding the content and duration, these trainings are adapted to the local needs.</p>	<p style="text-align: center;"><b><u>Job Placement</u></b></p> <p>Thanks to cooperation with the companies, integration into the labour market is successful. In order to guarantee a practical approach, the participants are offered internships, where they can turn their theoretical knowledge into practice.</p>
<p style="text-align: center;"><b><u>Training of Trainers</u></b></p> <p>All workshops are offered in the form of one-week training sessions, thus ensuring the sustainability of the project.</p>		

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