



Federal Ministry
for Economic Cooperation
and Development



BINA – Maroc



Project Name	BINA – Maroc (Arabic: Maahad Altadreeb Almehani or BINA = Building up)
Country / Region	Morocco, Rabat
Time Frame	01.12.2019- 31.12.2022
Donor	Federal Ministry of Economic Cooperation and Development (BMZ) via sequa gGmbH
Project Goal	Offering disadvantaged young people the opportunity to get vocational training and then enter the job market
Target Groups	Direct Target Groups: <ul style="list-style-type: none"> About 1,000 teenagers participate in profiling About 1,000 teenagers get pre-vocational training Minimum of 500 are placed into jobs or apprenticeships Trainers get employment and further training
	Indirect Target Groups: Companies getting qualified staff and trainees

Background

The project complements the reform agenda of the state vocational training agency “OFPT” , 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 FORGECIF to disadvantaged young people. For both target groups, with the support of the project, FORGECIF 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.



Project Partner:



Partner Organisation in Morocco



FORGECIF (Fondation Régionale de Gestion des Centres de Formation) was founded 2018 in Rabat. It is the governing body of the academical and vocational education of Ccis-Rsk (Chamber of Industry, Trade and Services in the Rabat-Salé-Kénitra region). FORGECIF supports the integration of young people into the national labour market via education. FORGECIF either acts directly as a training institute or delegates the task to national or international organisations via a partnership.

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.

Furthermore, trained start-up consultants coach and advise interested candidates who want to start their own business. Via a micro loan fund, 100 business founders can get financial support through the project.



The Three Components

<u>Profiling</u>	<u>Vocational Training</u>	<u>Job Placement</u>
<p>The participants are tested for their talents, competences and interests and then advised accordingly.</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>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><u>Training of Trainers</u></p>		<p>All workshops are offered as one-week training sessions, thus ensuring the sustainability of the project.</p>

Contact in Germany		Contact Morocco	
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