

# Application form: Partnership Project

## 1. Basic information

Project information	
Project title	Youth Entrepreneurship Summit (YES)
Applying DUF member organization(s)	Venstres Ungdom (VU)
Partner organization(s)	Moroccan Organisation for Young Decision-makers (OMJD)
Project locality	Casablanca, Morocco
Project period	March-December
Amount applied for (max 750.000 DKK)	525.123 kr. (DKK)

### 1.1 Summary of the Partnership Project (max 10 lines)

Our wish is to empower a young entrepreneurial generation with a social and sustainable mindset. This partnership project is to work against the societal issue of unemployment among the Moroccan youth. This exclusion undermines progression and creates a sense of hopelessness. Hence, our humble act is to conduct a *Youth Entrepreneurship Summit (YES)*. This symposium will consist of motivational talks, collaborative workshops, brainstorming, pitches, business planning etc. It will be a framework for developing ideas that will either benefit their local communities or counteract climate changes, and then provide them with the entrepreneurial tool boxes for implementing these ideas. Participants should leave the summit with heightened personal inspiration and handy professional insights. In summation, our aim with this partnership project is to stimulate youth empowerment and entrepreneurship combined with joint sustainable social impact for a better society. Our project 2020: *YES - sustainable social innovation*.

## The partners

### The Danish member organization

The Danish Liberal Youth (VU) is an organisation heavily involved with youth democracy. We work actively in election campaigns and in general towards furthering political causes in public debate. This relates to the project idea of strengthening the capacity of OMJD in the areas of public advocacy and campaigning through the seminars described above.

The wish of the VU is not only to set a liberal political agenda but also to ensure youth engagement, political involvement, youth empowerment and politicization. As the proposed project seeks to do exactly this and the main goal is to give the youth more influence both political and in general on society. Thus, we can see the correspondence of the vision for the project and the wish of VU along with the work of VU.

VU's international work flows chiefly through the International Officer, which is a position held by a member of the executive board elected at the national general assembly. At the discretion of the executive committee, project groups are formed, to be responsible for managing international partnership projects. The project groups report to the International Officer and to the national board.

VU has great experience in managing international projects within the framework of DUF with an increasing number of projects around the world. Most recently a partnership was established in Zambia with the YWCA dealing with girls' rights. Anne Sophie from the VU Morocco group is co-project manager of that establishment. A platform for exchanging project experiences has been established to ensure better organizational capacity.

Moreover, our involvement in the European organisation of Liberal and Radical Youth Movement of the European Community (LYMEC) as well as its global counterpart (ILFRY) gives us a deepened understanding of transnational collaboration.

The VU-OMJD partnership has been consolidated and strengthened throughout these five years. Members have naturally come and gone but the ties between remain ever intact. The current Danish team consists of:

The project leader is Anne Sophie who has been part of the VU Morocco group since 2015 so she is familiar with the project history and cultural context. She is currently working as a communications consultant at the Innovation Fund Denmark which is a public foundation that invests in science, innovation and startups. So the field of entrepreneurship is of personal and professional interest to her, and not unknown territory.

The financially responsible in the project group is Patrik. He has been a member of the VU Morocco group since the summer 2018. He is familiar with the partnership between the VU and OMJD and also executed the financial reporting for the last partnership project "Dialogue Unites Us". He currently studies mathematics and economics at the University of Copenhagen on his 3rd semester, besides he works as an accountant for the national organization of VU, so he has experience in financial controlling as well.

Kristine is a new member of the project group since the summer 2019. She is currently a political science student and has been interested in international projects for quite a long time. She has lived in Brussels, in an international environment, and has been active in the organization, European Youth Denmark. Moreover, she is one of VU's two representatives in LYMEC. Through several seminars on foreign ground, she has great experience in international projects.

Nicoline is one of the new members who have recently joined the project. She has recently finished business-oriented high school, and is getting ready for her further studies at university. International projects has always been an interest of hers, which has only increased in her time at VU, where she is currently vice-chairman of the local VU branch in Herning.

Emilie is a new addition to the VU Morocco group. While this is her first international project with VU, she has previous experience with inter-regional exchange. The previous exchanges were based on educating youth, and making youth interact with one another across borders, creating better relations and expanding views. Hence, there is, and has always been fascinated with building cultural relationship.

In summation, we believe ourselves capable of conducting yet another partnership project in the VU Morocco team in cooperation with the group of OMJD.

Within our current framework members involved in the partnership programs will be called upon to give presentations to local branches of the party as well as submitting written accounts and articles about the project to the website of VU. The purpose of this is to raise awareness of the skills gained through project work and to give our members an insight into foreign cultures and how rewarding such transboundary meetings can be. An additional aim is to enlighten more members about the specific partnership project. So a national trip around our local branches will take place to present what we are doing and why as well as to tell the members how they themselves can get involved in the international work of VU. External sources will also be informed about our work to creating general awareness of the project funded by DUF and the importance of international engagement among young people.

### The partner organization

The Moroccan Organization for Young Decision makers (OMJD) was founded in February 2014, a year in which it later signed a partnership with one of the top ranked universities in Morocco, the Mohammed V University of Rabat. The Moroccan Organization for Young Decision-makers is an independent, non-profit organisation that aims to empower the Moroccan youth, from both an economic and a political perspective. It also works on raising young people's awareness of democratic values and on facilitating their access to public decision-making. In addition, OMJD advocates a number of national and international causes through academic and intellectual diplomacy, alongside other associations and international organisations in the various fields where a convergence of objectives is established. Moreover, the Moroccan organization is continuing its collaboration with other NGOs in Europe and in the MENA region in order to implement international projects, in London (UK) and in Rabat (Morocco), which aim to share perspectives and discuss the challenges that youth are coming up against in the different countries. The downstream objective is to facilitate the dialogue between youth from the developing world and advanced countries, and to create a space for networking and capacity building for NGOs in the region for further international cooperation in the youth field within Erasmus+ program. In this perspective, the Organization offers on a voluntary basis economic and geo-strategic coaching. In order to give a larger extent to its causes regarding the youth, the OMJD creates partnerships with other national and international associations and organizations in the different areas where a convergence of objectives is established.

The OMJD team dedicated to this project is composed of more than 20 members (*54% of which are young women*), from the Management Board, the General Assembly and the newly opened Casablanca local branch. The members have already worked in projects within the DUF framework, however, there are new motivated young members who will be joining our team to be part of the organisational committee of the Summit. This Summit will represent a training phase for the newly joined senior members who will get larger roles and responsibilities to prepare them for potential decision making positions within OMJD by the end of 2019. Our NGO is hoping to have trained enough female and male members (in other non-DUF projects as well) to form the new candidates for leadership positions, especially the presidency.

Youssef Falah, President of OMJD, is going to be doing overall quality management, to ensure that all aspects of the team's work meet the agreed quality standards. Youssef is a PhD student who is also an employee in the Ministry of Employment and Vocational Integration.

The budget will be supervised by Mariam Oukhallou, OMJD treasurer. She has a BA in English Studies and a Master's of Business Administration in Project Management from Cardiff Metropolitan University and is currently working as an English teacher in the International French institution " René Descartes" in Rabat.

Afaf Benaich, a member of the Management Board, will be in charge of ensuring that all the selected team members (organisational committees in Rabat and Casablanca) of the project are working coherently and effectively. Afaf has an engineering degree of state from the Agronomic and Veterinary institute of Hassan II. She is currently an engineer working in the State Secretariat for Sustainable Development in charge of monitoring liquid and solid sanitation projects.

The team coordinator, in charge of the quality control of the project, will be Ismail Bardaoui, who is Secretary General of OMJD. Ismail has a Master's degree in Linguistics, Department of English Studies. Ismail is currently an employee in the Ministry of Foreign Affairs of the Kingdom of Morocco.

The rest of the team is divided into three cells, i.e. the Communication Cell (Press releases, French and Arabic content...), the Logistics Cell (General logistics, supplying and accommodation, national partnership logistics...) and the HR Management Cell (Participants' selection, participants' follow-up...).

As per the Regional board of Casablanca, they will be assisting the above mentioned organising committees during the main event that will take place in Casablanca. This project is a capacity building project for casablanca regional board members who haven't yet organized projects of such an importance and impact. The intervention of the more experienced national board members is meant to guarantee the success of this regional event to reduce risk factors, to overcome the language barrier (detailed in the meeting with the regional branch section) and to ensure that the Casablanca team learns good practises in compliance with DUF's requirements.

This transfer of skills is necessary as it should enable Casablanca to organize independently future projects in the region.

OMJD has a democratic structure in the sense that all governing bodies are democratically elected, such as the president, the executive board, the administrative council etc.. The executive board is elected by the general assembly where all members are allowed to vote. This election occurs every 2 years. Moreover, the members can vote on projects and ideas in the general assembly every year. During the founding general assembly in February of 2014 the members elected the executive board, approved the statutes and the rules of procedure.

OMJD has 780 General Assembly members, 5 Executive Board members, 16 Management Board members (50% of which are women) and approximately 24,000 followers and beneficiaries. Its executive and management members are directly chosen by the General Assembly for a limited and timely mandate. Its scope of actions also encompasses academic and professional support, supporting entrepreneurship and innovation as well as the consultative participation to decision-making. OMJD is a non-discriminatory NGO. It welcomes young people (18-39 years old) from different political, social, ethnic and religious backgrounds, as clearly stated in Article 1 of its statute. The members decide themselves which commissions they will apply for and which projects they will participate in. The members are then selected for different projects based on educational background, other skills and competences, experience and a light interview. This decision is made by a group consisting of at least one executive board representative, the HR responsible and the chief for the commission/project in question. More passive members are also allowed if they simply wish to make use of the organisations benefits, i.e. academic support, sessions, personal development training, mentoring etc..

#### **Learning and anchoring of the project in the partner organization**

This project will certainly allow OMJD members to have an in depth understanding of how learning aspects related to entrepreneurship can benefit communities, youth and civil society in general by helping it reaching goals and achieving concrete and powerful socioeconomic changes.

This project is expected to shift OMJD's scope of action towards youth economic empowerment. The latter had indeed been one of the strategic axes since 2014. However, it had not received the proper funding compared to projects related to civic engagement, parallel diplomacy and dialogue. Subsequently, it was merely confined to punctual seminars and workshops. From OMJD's experience with youth, young Moroccans are more interested in employability and entrepreneurship projects compared to other projects. Therefore, the YES project should further improve OMJD's reputation and place the VU/OMJD as a provider of concrete opportunities and hope.

This project is the first project taking place and organized in one of the first OMJD regional branches, opening doors for more activities and work at the regional level allowing this region and future regions to work independently and coherently to solve different issues and broaden the NGO national impact.

Economic empowerment has always been an aspect we have wanted to take into consideration whenever an idea of a project emerges. Today, and through this project, economic empowerment will be highlighted, emphasized and most importantly given the value it deserves.

### **Partnership and cooperation**

There is no doubt that the organisations match very well together, both professionally and personally. Our ties have certainly grown stronger. The partnership focus points have also progressed throughout the years and changing members. For instance has gender equality and female empowerment become one of our top priorities, which is very evident in our partnership team, and the projects we now conduct. The biggest strength of the partnership must be that we are and always have been working towards the same goal of empowering the public voice of the youth and to improve their conditions. Furthermore, we always work on equal terms, have great respect for each others organisations and listen with an open mind to each other's ideas.

The first VU project group conducted a preparatory study in March 2015, which brought OMJD and VU together. In the summer of 2015 we made a pilot project: The 1st project: "Citizenship and Public Life" (Citoyenneté et Vie Publique) Taking place three months before the Moroccan municipal elections, the emphasis of this project was laid on raising awareness and knowledge among young voters regarding the political issues and responsibilities of the city councils. The project was launched in partnership with Mohammed V University of Rabat and Hitradio (first national radio in terms of young audience with an average of 800,000 followers per day. We broadcasted for 20 minutes per day during 2 months). This project reached about 281,000 young Moroccan citizens via social networks, radio and field meetings. And VU members shared the Danish experience during the training of 50 trainers and several workshops. The Moroccan participants showed a substantial interest during the latter, as demonstrated by the amount of discussions and questions.

In April 2016 representatives from both organizations participated in DUF's International Project Management Seminar, which laid the foundation for our second project "The National Youth Congress" (Le Congrès National des Jeunes) We invited 150 young civil society leaders from the 12 regions of Morocco, including activists from the Sahara areas, to discuss the issues that youth are coming up against. The downstream aim was to issue proposals of amendments of a new project of law regarding youth, and to elaborate a list of youth policy recommendations based on the different experience of the representatives of youth civil society (rural areas, urban areas, youth with disabilities... etc.). The proposals were then submitted and discussed with public executive and legislative authorities in Morocco. This was the

occasion to inculcate the values of dialogue in conflict resolution. A practical training was provided to the civil society leaders: we chose the conflict in the Sahara and how the Moroccan youth can converge toward a dialogue-invested approach instead of the emotional and impulsive one. A concrete action took place, by issuing diplomatic letters explaining the views of the National Youth Congress on this matter. The letters were written in nine languages (double linguistic expertise) and addressed to governments, NGOs and political organisations in 75 countries (including the Foreign Affairs cabinet in Denmark).

In May 2017 Hanaa and Mariam from OMJD and two members from VU participated in DUF's International Partner Seminar. It was a rewarding week full of cultural exchange and cooperation with mutual interest and understanding.

The third project: "Dialogue Unites Us" was to help establishing a solid culture of dialogue and diversity among the Moroccan youth and future decision makers. This dialogue culture needs to be reinforced to fight against any kind of discrimination, conflict, prejudices and misunderstanding. The interactive workshops and educational lectures organised as part of the seminar are created for young Moroccan people who have a limited knowledge on effective dialogue tools and good communication skills. To sustain the impact of the knowledge and tools acquired in the seminar, the participants will be asked to take a concrete action (train other young people from their respective region, do at least one advocacy action) as a condition to getting the certificate. Furthermore, other workshops will follow to simply make sure that our preset long-term outputs are achieved and are clearly measurable.

The fourth and most recent project was a partnership development. VU visited Morocco in January 2020 to consolidate our cooperation following a change of OMJD management and many new members on both sides of the partnership. Moreover, we visited the first local branch of OMJD in Casablanca. Four VU participants - of which three were new to the Danish group - and two participants from the OMJD executive board participated in the opening ceremony of the new regional branch of Casablanca. This proved a milestone in the long term cooperation between the two organizations, as the OMJD has started expanding beyond Rabat. So VU got to meet the regional board that will be a central part of the execution of this next partnership project. We conducted productive workshops, team building and meetings which encouraged us that this project cooperation can be successful. The partnership development project surely strengthened our ties and shared visiones, and encouraged us to take action on the next joint project.

### **Perspectives of the cooperation**

Among the opportunities, there is the possibility for the partners to lead projects with a larger geographical extent in the near future, for the following reasons:

1. VU and OMJD teams have increased our teamwork effectiveness as we have strengthened our personal and professional bonds. Subsequently, we are able to operate efficiently and swiftly make decisions and take action;
2. Our partnership is progressively shifting from purely non-partisan political and civic engagement projects which cannot go beyond the national level, to transversal issues such as dialogue, diversity, tolerance and gender equality, which equally touches the countries in the MENA region;
3. Social media enables to reach people from different countries; hence, campaigns that aim to inculcate human and respectful values to young people can be broadened even further.

### **3. Preparation and analysis**

## Description of the preparatory process

We have talked about this project for more than a year now - focused on the importance of an entrepreneurial mindset among the Moroccan youth. We developed the idea of a regional Youth Entrepreneurship Summit, and later decided that the project should be placed in Casablanca. This being the business center and most populous city in Morocco with 3.35 million residents. But the learning should not be isolated to Casablanca but aimed at young people from across the country, if possible. The innovative skills for solving issues are important to all local communities. Many young Moroccans do not feel the responsibility to take actions toward their local problems and they keep throwing the responsibility on the government, little do they know that they can certainly find out better solutions and deliver successful social action projects that will improve the social and economic state. That is why we believe that the YES will inspire young Moroccans to be future decision-makers, and take concrete action in their communities based on an entrepreneurial perspective. The project will help achieve youth empowerment, and give young people an equal chance to learn, participate and get involved in the sustainable development of their local communities despite social class, gender, age, level of education etc.

Both OMJD and VU feel the need and desire to deepen their coordinated action and work towards this specific direction. OMJD has thorough knowledge and offers insightful elements about the Moroccan society and the MENA region in general, and VU has many experiences and provides the project with a broad and universal perspective when looking at transnational issues. We have used many of the techniques that we learned at DUF seminars with interactive talks and collaborative workshops. We especially laid emphasis on gender analysis, to make sure that we have an equal number of men and women participating in the project activities.

During our trip to Morocco in January 2020, we met up with the regional branch of OMJD in Casablanca, alongside Mariam Oukhallou from the national OMJD. Mariam appeared as both a linking element between respectively the national and regional branch of OMJD and hereby also as a translator for the VU delegates. Our meeting with the regional branch gave us a better understanding of each other's perspectives and ideas on the upcoming summit alongside strengths and weaknesses of OMJD and VU in the developing process of the summit, thus also how we can comply with those. We made a SWOT-analysis which we will take into consideration when developing the YES. In addition, the VU delegates and the OMJD Casablanca regional board had a meeting, where we agreed on significant details for the summit.

Youssef Faleh, president of OMJD, arranged for the VU delegates to have a meeting with his director at the Ministry of Labor in Rabat. The purpose was to hear about their national initiatives to promote social entrepreneurship and youth engagement as a mean of tackling the high rate of youth unemployment. This also inspired us in relation to our specific focus for the YES, which we aim to develop and strengthen even further continuously. Also, we wish to invite him as a speaker at the YES to share the national visions, initiatives and results.

Furthermore, we created a Facebook group between the VU project members, and the project management team of OMJD; the chairmanship, some executive members, and a regional branch contact persons. We hope that this will make our communication better and more organized in relation to planning the summit.

Within this partnership project, VU will plan a trip to Morocco during spring in order to develop our project even better and plan the summit in detail. Hence, we strive to make final remarks on the practical measures in relation to the programme as well as creation of the website for the YES. The website will include an information site about the summit, an application site with application formulas available as well as a description of the sponsors and partners, hereby also the VU-OMJD-partnership. We believe that the creation of the website will help recruiting Moroccans across different regions better, since we will have a concrete site to refer to when we will visit cities in different regions. Within this preparatory process, VU also aims to visit a couple of other Moroccan cities during to promote the YES and hereby

attract more participants. These cities could further be potential new regional branches of OMJD in the future if all goes well. Furthermore we want to visit the Danish embassy to have them share their views on the matter and their experiences with the Youth Innovation Summit in 2019 which we believe could be very beneficial to our project. If possible, we could visit the Moroccan parliament and meet with some officers of relevance to our field.

Before this trip to Morocco we wish to meet with a couple of organizations of interest in Denmark to strengthen our knowledge and competences. We have much learning to do before facilitating a summit centered around entrepreneurship. Potential meetings could be with political business spokesmen to gain their views on how to create an entrepreneurial nation as well as officers from the SDG Accelerator programme at the UNDP in Copenhagen to learn more about how to combine innovation and the global goals of sustainability.

### **Problem and context analysis**

A major issue in Morocco is the unemployment rate amongst the youth creating isolation and hopelessness. This is a challenge we wish to tackle.

Casablanca holds 33 percent of the GDP which means that Casablanca is a center for business, finance and trade. Nonetheless; those opportunities don't trickle down to everyone. The bulk of the business activities is done by large firms that have easy access bank loans. Start-ups struggle to find funding as most banks refuse to give them loans under the pretext of not being well established in the market or being "too risky" an investment. Furthermore, the absence of capital risk products in Morocco leads to innovative ideas not finding a way being into implementation.

A number of Moroccan young people in both rural and urban areas do not have the means to benefit from a proper training on project management, entrepreneurship and business administration. We aim to train them and provide them with the necessary and required entrepreneurial tools, materials and skills to take a positive social action step to make the change and be part of the sustainable development of their communities through innovative social action projects tackling the United Nations sustainable development main goals.

As part of OMJD's partnership with Mohammed the 5<sup>th</sup> University in Rabat, OMJD and its team organized various workshops on different subjects in July 2019. One of the workshops we organized was about Project Management: Methodologies and Tools. Mariam Oukhallou, who volunteered to share her knowledge with university students in this workshop, was surprised at the great presence of students and young people who were very curious and interested to learn about project management. We noticed that most of these young people, if not all, don't even know the definition of "project", simply because they have never had a free access to information or data related to the subject matter tackled in the workshop. This encouraged us more to work hard on organizing a Summit that will be an opportunity for so many young people to be exposed to skills, methodologies and learning outcomes enabling them to develop an entrepreneurial mindset to find unique solutions to their local issues.

This project will not only train the participants but it also give them a space to take action on a very upstream level in order to encourage youth participation by simply giving the youth an opportunity to find concrete solutions through innovative projects that have a strong societal impact.

This is done by offering equal opportunities to the least privileged youth and to those who have big and ambitious dreams to improve their communities but feel marginalized, simply because they come from rural remote areas. OMJD and VU will offer them a platform to innovate, find solutions, discuss, brainstorm and most importantly come up with a Social Action Project leading to concrete positive changes. Ensuring gender equality (50/50 rule) is a focus in this project.



Young women are capable of changing the world if they are given motivation, empowerment and an opportunity to take part in leadership, business and entrepreneurial ventures.

Encouraged by VU, OMJD has established their first regional office outside the headquarters in Rabat. This branch is located in Casablanca - the biggest city of Morocco and a business capital.

In this framework, OMJD and VU decided that it will be beneficial if a local event is organized in one of the biggest and most populous cities of this newly opened local branch, so we can advocate about the creation of OMJD branch, and reach more young people through this action. It will be also an opportunity for the local branch to participate in organizing various local action project and activities with the management of the national board and so that they get a close look at various operational aspects to develop OMJD's local branch capacities and improve its impact in upcoming projects. Also, from the discussions conducted between the VU team and the newly elected OMJD leaders in Morocco, it turned out that the need is even more urgent now that it's the first local branch of OMJD in Morocco. In this context, the organization of action that tackles the local problems of Casablanca region is an ideal opportunity to practically pick up the (organizational, managerial, financial, personal...) ingredients that the 5 OMJD members learnt from VU leadership during their visit to VU last partner project. The importance of this action comes from the fact that it helps provide the partnership with sustainability and enables the advocacy work done by VU and OMJD to keep moving forward.

As mentioned earlier, VU and OMJD made a SWOT<sup>1</sup> analysis together in January 2020 where both partners discussed their strengths, weaknesses, opportunities and threats regarding the upcoming process of the YES. OMJD Casablanca found that its biggest strength was to be a business capital for entrepreneurship as touched upon above, where VU found that their biggest strength was to be an organization who is very open-minded upon entrepreneurship and that the organization has great experience in project management as well as experience with local branches and a huge network of (Danish) entrepreneurs.

OMJD described their biggest weakness as the fear that the youth are not listened to by the politicians, that the politicians do not do enough to engage the youth and give them knowledge on entrepreneurship, hence also the fear of emigration of young Morrocans. VU expressed that their biggest weaknesses were the lack of local know-how and the language barrier with OMJD. However, as mentioned before, we will try to reduce this language barrier by using a contact person from OMJD Casablanca who speaks English.

Both OMJD and VU saw plenty of opportunities for the YES and the developing process. First of all, everybody has the opportunity to participate and Casablanca has the ability to attract a lot of young people because of its great railway facilities as well as the airport. Also, there are great opportunities for investors and funding since the subject is quite popular and also because the king shows a focus on social entrepreneurship. Furthermore, the banks do actually provide small loans to entrepreneurs. Therefore, the YES will in fact be able to have an impact on the entrepreneurial mindset of Moroccan youth. Some threats discussed include the current lack of education on the subject among young Morrocans and a potential non-existent consensus of the aim of the project among young people from other regions of the country. Relevant risks and challenges to take into consideration for the YES itself (and not the overall on-going process) will be expressed in chapter 4.6.

Many young and successful Moroccan social/ entrepreneurs, academic experts, NGO's, youth club centers, have delivered social projects, published work or organized workshops, seminars about the importance of entrepreneurship in solving and overcoming social challenges. These academic experts, young entrepreneurs and NGOs can share their knowledge, success stories and expertise in the Summit through conducted workshops, lectures, panel discussions and debates. Our activities represent also an invitation for Media to take action by discussing youth participation in solving local issues and how social action projects and entrepreneurship could and still can find solutions to social issues

<sup>1</sup> S = strengths, W = weaknesses, O = opportunities, T = threats

governments couldn't find a solution for. Also, business schools offering quality education to students on entrepreneurship can as well take part of the Summit by allowing for future workshops and courses enabling more students to benefit from trainings and form an in depth academic understanding of business and project management. Furthermore we will learn from the Danish and Moroccan partners who conducted the Youth Innovation Summit in 2019 through knowledge sharing prior as well as inviting them to give a talk and run workshops.

The target group is young Moroccans around 18-30 years old without discrimination. Anyone - whether highly educated or not - can apply. We will aim at a total gender balance (about 50/50) as well at broad geographical representation. A certain percentage of the participants, however, will be allocated to young people in the Casablanca region given the well thought location of the summit - in the biggest and most business oriented city of Morocco. One potentially problematic criteria will be a certain level of English since some talks and workshops will be carried out by Danish representatives. Hence, this might exclude some applicants, but is a necessary measure nonetheless. The candidates need not have a million dollar idea when they apply but rather be entrepreneurial in spirit and willing to learn, take a risk, and make a difference through action.

All participants will benefit from the training, and will be asked to write a report of tools they learnt. The participants need to show improvements directly after the Summit, by writing a report and animate a workshop that should further enhance the entrepreneurship skills among youth and/or other components of the Moroccan society. Also, they would be asked to write their creative ideas on an enterprise that has a societal impact on their communities. Hopefully this innovation and engagement will influence their immediate environment and inspire others.

The responsibilities are equally distributed among OMJD young members in a way that both the active female and male members can influence equally and participate positively throughout the whole project, as demonstrated above in the partners' presentation section. The gender balance has actually shifted from a majority of male members to a majority of female members. Most importantly every voice counts equally regardless of gender.

#### Project description

As earlier mentioned, the aim of this partnership project work is to tackle the societal issue of unemployment, and exclusion of the Moroccan youth is to enable a young entrepreneurial generation with a social and sustainable mindset. We therefore decided to conduct a Youth Entrepreneurship Summit to promote an innovative mindset and to empower a young entrepreneurial generation with a social and sustainable mindset. It will take place in September as a four day summit of workshops, talks, and collaborative activities. The last day we will facilitate some informal group pitchings in front of panel, including a Danish representative, that will give them feedback and decide on a winner idea. This group will receive a symbolic reward. In the evening we will have a farewell dinner with concluding talks, certificates, and some traditional Moroccan music.

The overall theme is twofold: Youth empowerment and entrepreneurship, and social and sustainable impact. These objectives are complementary towards societal progression. Hence, the UN global development goals will be fundamentally embedded - not only in our partnership as usual - but in the actual theme of the summit which is sustainable innovation. This means that the ideas of the participants should benefit the local community, eg. preventing poverty or supporting female empowerment, or the (global) environment.

As mentioned above, our focus for this project will mainly be in youth engagement within civil society in relation to sustainable and innovative entrepreneurship which will benefit their communities. This focus relates to how we will work with the Change Triangle<sup>2</sup> in the process and development of the YES as well as using the tool to maintain a clear

<sup>2</sup> International Projects and Partnerships - Guidelines for DUF's International Pool p. 14-16

goal for the outcome of the summit. Since OMJD Casablanca is a new, local branch of OMJD, the organizational capacity is crucial. Therefore, we will continue the great partnership with VU-OMJD where organizational tools and management are shared with each other. VU aims to give competent feedback on useful management methods, since VU has great experience in local branches and managing members in general. It is therefore also very important, that VU-OMJD develop an organizational strategy (if the funding is granted) between the two partners, as to a specific strategy for distribution of roles. Last but not least, VU would like to visit OMJD during the Spring to help OMJD to strengthen the members' capacity to attract participants for the summit from both the Casablanca region but also from other regions.

Our foundation for achieving great organizational development enhances the successful advocacy which we want to achieve with this project. The YES should influence the Moroccan youth to engage in creating their own entrepreneurial and sustainable projects, but it also contains the overall message which is to spark the youth's interest in decision-making and show them, that they can actually change or develop their own civil society. Therefore, we also show a focus on advocacy since our expected outcome of the summit is to strengthen young Moroccans' ability to advocate for their own cause, and thus strengthen youth empowerment and social impact. We find that this goal aligns perfectly with both the ideology of VU and OMJD.

In the light of our objectives and success criteria (p. 12), our planned activities and expected results (p. 13) furthermore reflect the aim of strengthening the knowledge of youth entrepreneurship and empowerment as well as the tools to make a sustainable and social impact in communities. As the Change Triangle purposes, great youth activities will contribute to effective advocacy which then can lead to decision-makers improving young people's conditions. And that is exactly our goal for our project. We believe that our reflections on the Change Triangle will contribute to a better foundation for the continuing development process as well as the overall goal for the YES.

This project also aims to achieve a more widespread cooperation between the two partners. This will be done by strengthening the new local branch in the biggest region of Morocco - Casablanca. This part of the project will aim to give young Moroccans the opportunity to be in a space where their voices will be heard. By having this branch, OMJD will be able to reach more young Moroccans, and provide essential tools to promote youth participation. The new local branch will be part of facilitating the Youth Entrepreneurship Summit targeted at aspiring leaders, and innovators who want to make positive changes in their communities. The selection criteria have been discussed - e.g level of English, upper age limit, gender balance etc - and the executive committee of Casablanca will send us a final draft. Applications will go through the website.

Potential guest speakers and workshop leads have also been brainstormed. This includes a representative from the Moroccan Centre for Innovation and Social Entrepreneurship, Moroccan ministers, government officials, NGOs, UNDP, entrepreneurs, investors, financial consultants, etc. We will definitely invite a successful female entrepreneur to share her story of ups and downs as inspiration to all participants.

Moreover, we wish to invite a couple of Danish speakers to the summit. VU would be in charge of that day. Here we intend on inviting the Danish Ambassador for a short briefing to enlighten participants about Denmark and the relations and opportunities between our two countries. Another purpose would be to share the experiences and outcome from the Youth Innovation Summit the Danish Ministry of Foreign Affairs took part in facilitating last fall alongside UNDP, and the Moroccan Ministry of Youth and Sports. This would be highly rewarding. We also hope to be allowed to invite a Danish motivational speaker and mentor for the Moroccan youth. It will be a speaker who is connected to the Danish spirit of entrepreneurship, and will primarily focus on that, but also how this can be turned into practice and future policy. We do not believe ourselves legitimate representatives of the Danish entrepreneurial culture so another authoritative voice is needed. Our first choice would be the "political entrepreneur" Tommy Ahlers who seems to embody all relevant facets; Member of parliament, Business spokesman and climate negotiator, and former Minister of Higher Education and Science which includes both the field of innovation and the target group of youth. Moreover, he

is a former serial entrepreneur and investor. In addition to his speech, he would be one of the judges in the small informal team pitch session on the last full day. More about the objectives of the *YES - sustainable social innovation*.

**Objectives and success criteria**

As mentioned before the two overall focus points of this summit is 1) Youth entrepreneurship and empowerment, and 2) Sustainable and social impact.

**The long-term development objective:**

*Empower the Moroccan youth with an entrepreneurial mindset to make a sustainable social impact to support societal progression.*

**1st immediate objective and success criteria**

*Enable the participants with an entrepreneurial mindset and a business toolbox - to tackle youth unemployment*

- Participants will develop an idea within the realm of environmental and social entrepreneurship and put it into writing and pitches
- Participants will gain concrete tools to turn an idea into action with a business plan draft and evaluation of the workshops
- Participants will send a report to share their progress and status of project development

**2nd immediate objective and success criteria**

*Encourage the participants to take joint action in their local communities - to tackle youth exclusion*

- Diverse representation among participants with ideally ⅓ from other regions than Casablanca, and (aimed) 50/50 gender balance
- Participants will feel both included and inspired to speak up and take action once they return - based on presentations and the evaluation
- Participants will send a report to share their local engagement following the summit and potentially new members of OMJD

**3rd objective and success criteria**

*Enlighten participants on the SDGs and how to take proactive steps towards reaching them.*

- Diverse representation among participants with ideally 50/50 gender balance, and female motivational speakers
- Participants must send in observations on the issues, eg poverty, in their local communities as well as answer a questionnaire, linked to Sustainable Development Goals. 50% or more of the questions must be answered correctly.
- Participants will send a report to share their local engagement following the summit and their visions on how the local issues might be solved through innovation.

**Activities and expected results**

Activities	Expected results
<p><b>1st objective</b></p> <ul style="list-style-type: none"> <li>● Motivated applications (innovative spirit etc)</li> <li>● Presentations by guest speakers</li> </ul>	<ul style="list-style-type: none"> <li>● Participants are proactive, inventive, and eager to learn</li> <li>● Participants gain professional insights, advice</li> </ul>

<ul style="list-style-type: none"> <li>• Workshops on financial management etc.</li> <li>• Brainstorming sessions in groups</li> <li>• Vision board and business plan draft</li> </ul>	<p>and inspiration to take action</p> <ul style="list-style-type: none"> <li>• Participants gain concrete tools, business understanding, and hands on knowhow</li> <li>• Participants develop and discuss ideas with an open mind, honesty and mutual respect.</li> <li>• Participants are ambitious and initiate their project idea</li> </ul>
<p><b>2nd objective</b></p> <ul style="list-style-type: none"> <li>• Motivated applications (problem solving etc)</li> <li>• Presentations by guest speakers, including entrepreneurial role model</li> <li>• Including workshops on social impact</li> <li>• Reports to follow up on the summit</li> </ul>	<ul style="list-style-type: none"> <li>• Participants have a contextual understanding and are solutions oriented</li> <li>• Participants are inspired to make and impact in their communities</li> <li>• Participants work together, and encourage each others to speak out and make an impact</li> <li>• Participants translate the insights to their local communities and make initiatives</li> </ul>
<p><b>3rd objective</b></p> <ul style="list-style-type: none"> <li>• Motivated applications (SDG awareness etc)</li> <li>• Presentations by guest speakers on SDGs etc</li> <li>• Workshops on sustainable development</li> <li>• Reports to follow up on the summit</li> </ul>	<ul style="list-style-type: none"> <li>• Participants are somewhat familiar with and willing to work with the SDGs</li> <li>• Participants learn more about the SDGs and are motivated to act accordingly</li> <li>• Participants get hands on knowledge of how to co-work towards obtaining the goals</li> <li>• Participants become advocates of the SDGs and inspire others to work with them</li> </ul>

### Monitoring and evaluation

We will facilitate time for written evaluation on the last day of the summit to gain the participants' anonymous views on the quality and the output of the summit.

Reports will be one of the main tools of monitoring, as for each of the workshops that will follow the YES summit, three OMJD members will be asked to write a report that gathers all their observations on the workshops. Regarding evaluation, data will be written down by the OMJD relating the number of members having participated in the summit and workshops, the proportion of women amongst them, the results of the surveys etc.

As regards to finance, a budgetary update will be communicated to VU's accounting officer by the OMJD's treasurer. The updates and reports will be backed-up with bank statements and detailed accounting notes on the evolution of the transactions that are done through cash (the cash register should not exceed 20,000 MAD in order to reduce risks and increase transparency). Any exceptional expenditure should be reported to VU before making any decision. Financial decisions should be taken jointly, in order to improve internal control.

We always insist on documenting the milestones of every project we have conducted so far, without forgetting the different lessons learned drawing from the preceding activities and projects. We believe that the success of this upcoming project is determined by the lessons we could learn from past projects to guarantee a successful completion of any future project.

### Sustainability and phase out

We will make sure to have a series of objectives criteria to guarantee that the best competing sustainable projects are the ones who win, and the sustainability of this project is limited to the fact that these projects will soon become small start-ups and hopefully increase in terms of size and also in terms of sales and employability. The objective is to choose projects that will have a very strong impact that will remain for a very long time.

We hope to, after the success of this first edition of the Youth Entrepreneurship Summit, inspire other national and international organisations (the government, French embassies, universities, German cooperation agencies, The French institute ...) to organise similar editions in different regions of Morocco just like The Youth Congress; a project that inspired and was acknowledged by the government and is currently being planned to be recreated in a different shape. By initiating these projects, it is our philosophy to lead these organizations and inspire their programmes to achieve similar goals we could achieve through our work.

Furthermore, potential new volunteers and future regional branches of OMJD could spur from this with local projects and hence broaden the accountability. The more members advocating youth engagement and social sustainable impact, the better. Therefore, our project aims to touch upon the following SDG goals from the UN: goal 5 (gender equality), goal 8 (decent work and innovation), goal 9 (industry, innovation and infrastructure), goal 11 (sustainable cities and communities) and finally goal 17 (partnerships to achieve the goal). These in particular - and more - will be a key part of the summit in workshops etc. This gives us a shared standpoint and purpose.

#### 4.6 Risks and challenges

Risk	Importance	How to avoid or handle the risk
Weak quality of some start up ideas due to the short time of the project (The Summit)	Medium	OMJD-VU together with the academic coaches will follow up, assist and offer advice to the participants during the initiation and implementation phase of their projects, to reduce the risk.
Complicated administrative procedures	Low	Simplifying the administrative procedure to the participants, answering questions in detail about the preparation of the required documents preceding the planning phase of their start-up projects to lower the risk. (business plan, project charter, sponsorship proposals, stakeholder register etc..)
Funding for some participants might not be available at a level or timing required for the project to succeed	Medium	OMJD-VU will work hard to ensure funding (from different funding organisations) for the most brilliant sustainable development project ideas that will inevitably reach a great impact, socially and economically in their communities.

More contextual risks etc. were mentioned in relation to our SWOT analysis in Casablanca (see page 9) There are of course challenges to overcome. The language barrier between the non-english speaking Moroccan team members and the Danish team is an obstacle for smooth and clear communication as well as social conversation. However, we have managed to overcome this with a members acting as interpreters.

We decided to set a criteria for a certain English level among participants which naturally - and very unfortunate - exclude some candidates. We believe these young Moroccans will be reached as a secondary target group through the knowledge sharing and teaching from other local citizens who participated in the summit. They can be part of local projects and potentially local branches of OMJD and get the learning and inspiration second hand. Another - unlikely - risk is that the amount of applicants should be less than intended and/or that some of them do not show up despite the

acceptance. We will promote the event intensively and make contact with the accepted candidates, once they have been selected to share more information and continuously keep them posted. This should create a sense of certainty and accountability. The presentations from the Danish group might also make them feel more intrigued of working with other cultures and building international ties.

**Information activities in Denmark**

The VU team will ensure transparency and documentation. We will share pictures and stories throughout the progress of the project. This will be done through social media from official VU platforms. Secondly, following the partnership project, the executive representatives from VU will be performing educational presentations. The presentations will include our experience on this project targeting approximately four different local branches within VU. We wish to inform the members of VU about the nature of the partnership, and its importance for the Danish organisation. The importance of having international co-operations, and enabling youth in other countries to take action cannot be understated, and with these presentations we would hopefully be able to inspire the Danish youth to engage in international partnerships. The primary target group will be young people attending high school, university or a different educational program. Moreover, we will contact local media to potentially have them to bring our story of the partnership and the YES project. To create opportunities and empower the youth of Morocco is a relevant agenda. Hopefully, the positive stories from development work would encourage more young Danes to take part in such projects to work towards the Sustainable Development Goals of the UN. The fact that you can start projects that will better your local community and create sustainable change, despite your circumstances whether background or gender, is a vital message for all young people. Meaning that it would also be a source of inspiration for the Danish youth as well. This is why it will be important to increase the public understanding of the project and its purpose. Another key point will be the international work of youth organisations supported by DUF and the opportunities for getting involved. The fundamental aim of these information activities will therefore be to enlighten the Danish youth in an effort to open their minds towards the rest of the world, and hopefully - in gratitude of our fortunate conditions here in Denmark - inspire them to engage in global society.

**5. Sustainable Development Goals**


GOAL 5: Gender Equality	X
GOAL 8: Decent Work and Economic Growth	X
GOAL 9: Industry, Innovation and Infrastructure	X
GOAL 11: Sustainable Cities and Communities	X
GOAL 17: Partnerships to achieve the Goal	X

## 6. Signatures

I hereby confirm that my organization fully supports this partnership and this project application, that we have knowledge about DUF's guidelines as well as the financial guidelines and that we are prepared to take on all obligations that an approval of the application will put on us as an organization. I furthermore confirm that I have the authority to take decisions and sign agreements on behalf of my organization.

On behalf of the Danish member organization	On behalf of the partner organization
Date/Place	Date/Place
Name	Name
Position in organization	Position in organization
Signature	Signature
Stamp (optional)	Stamp (optional)

## 7. Contact information

<p><b>The Danish applicant organization</b></p> <ul style="list-style-type: none"> <li>• Organization's name</li> <li>• Address</li> <li>• Telephone number</li> <li>• Email address</li> <li>• Website, if any</li> <li>• Name and address of other DUF member organizations, if any</li> </ul>	
<p><b>Contact person</b></p> <ul style="list-style-type: none"> <li>• Name of contact person</li> <li>• Contact person's address (if different from the organization's home address)</li> <li>• Contact person's email</li> <li>• Contact person's telephone number</li> </ul>	
<p><b>Partner organization</b></p> <ul style="list-style-type: none"> <li>• Organization's name</li> <li>• Address</li> <li>• Country</li> </ul>	



<ul style="list-style-type: none"> <li>• Email address</li> <li>• Telephone number</li> <li>• Website, if any</li> <li>• Name of contact person</li> </ul> <p>If there is more than one partner, all organizations must be mentioned.</p>	
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## 8. Annexes

<p><b>List of annexes</b></p>
<p><b>Obligatory annexes for all Partnership Projects</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Budget (DUF format)</li> <li><input type="checkbox"/> Time plan</li> <li><input type="checkbox"/> Partnership agreement</li> </ul> <p><b>Other annexes</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Other annexes list them here...</li> </ul>