

ES.MAROC.ORG Ismail IFTISSEN



A Brief About the association



The Moroccan Social Enterprise Association established in 2017 is an association under Moroccan law that promotes social innovation and social, economic and professional inclusion of young people in the country.

An Italian NGO located in Morocco since 2003 through a program on health and a professional inclusion programme.

Located in Rabat and Tangier, the company offers a range of services dedicated to the socio-professional inclusion of youth and social entrepreneurship through several offices that are active every day and are managed by many permanent consultants from the business and contracting world.



HUBs ESMaroc Offices

Employees inclusion office

Facilitates the selection and inclusion of young people into the private or public sector through paid internships.

Collective contracting office

Supports groups of 3 to 5 young entrepreneurial leaders who want to set up a company under SARL or co-op status, to achieve their business plan with access to a 3 year inclusion, financing and post-construction follow-up program after selection.

Informatics office,

It offers a free one-month course in informatics that facilitates the inclusion of young people into the world of work and gets into the frame of digital literacy.

Guidance and information office,

It directs young people to the various services found in HUBs and partners.

Self contractor office

Supports people in creating a simplified business plan and obtaining a self-contractor card, as well as support and obtaining financing between 3000 and 5000 Moroccan dirhams.

Association office,

To strengthen the capacities of small unstructured associations, through the elearning school established by ES.Maroc



The ES.Maroc program is part of a broad support system to help set up businesses - SARLs or cooperatives.



Launching a call for expressions of interest for group project leaders (3-5 people per group).



Organizing open days in the targeted areas to present the support program and answer the questions of project holders.



Initiation of the 3-month Personal
Accompaniment Program that includes group
workshops with consultants from within HUB
ES.Morocco every week throughout the course
(Market Studies, BMC Business Model Design,
how to create a business plan sodel BP,
Specifying competitive rositioning, Research
about partners, communication strategy,
assessment of social impact and economic
feasibility, search for alternative or
complementary financing, etc.).



Initial selection of project holders who meet the program criteria.

A day dedicated to the interview and presentation in front of a jury of experts and the final selection.



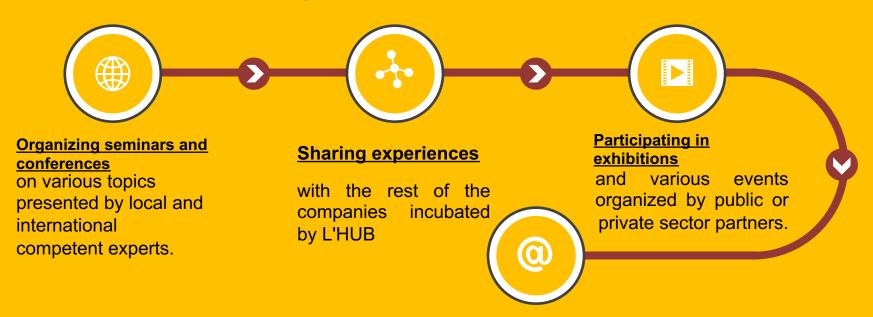
Granting financing from 50,000 to 100,000 dirhams for the selected businesses.



Tracking and follow-up for a period of 3 years, during which the center's consultants support the companies in aspects related to management, marketing, positioning in the market, digital marketing, etc., and periodic field visits are also planned.



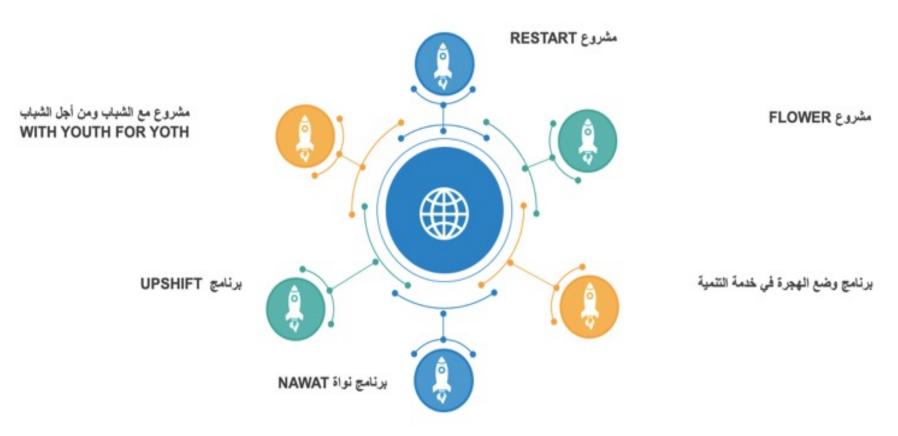
HUB ES.MAROC provides the possibility for self-contractors and entrepreneurs to communicate and network with other partners and different entrepreneurs through:



Participation and free access to the "Employment and Networking Exhibition" platform "E-SALON DE L'EMPLOI" organized by E-SMAROC,ORG with SOLETERRE every year, which aims to bring together national and international companies, start-ups, NGOs, job seekers and link new relationships as well as creating partnership opportunities.



All of the above has resulted in a series of high-level programs and projects, which **Es.Maroc.Org** is currently working on in Tangier-Tetouan - Al Hoceima region, as well as in the Rabat-Salé-Kenitra region, with local and international partners at the Arab and foreign levels, among which we mention:



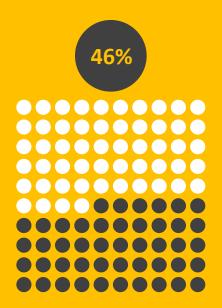


The main problems:

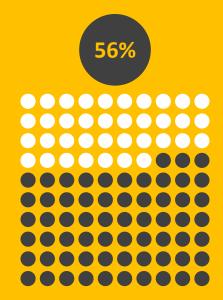
Given the limited opportunities available to integrate women into the labor market, it remains to take the initiative to integrate women in vulnerable situations to engage in the world of entrepreneurship and to facilitate their professional integration by enhancing their capabilities to establish income-generating activities.

However, the self-contractor system, updated in 2015, identifies a number of problems, such as the lack of awareness and sensitization, the lack of specialized institutions to attend.., and from this point of view, ES.MAROC.ORG has worked to cover the shortcomings through an integrated system to keep pace with this category.

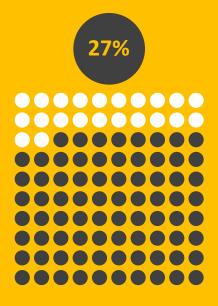
Percentage of women benefiting from the association's services



Women benefiting from awareness sessions



Women benefiting from the Support, guidance and follow-up



Women financially benefiting from the grant

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Before establishment

- Forming and awareness,
- Accompaniment and guidance,
- Facilitating legal procedures and obtaining the selfcontractor card, benefit from grants,
- Awareness workshops,





During establishment

- 3-month personal escort program that includes group workshops with counselors from within HUB ES.Maroc
- Participation in various exhibitions and events organized by public or private sector partners.

After establishment







Tracking and followup for a period of 3 years, during which the center's consultants support the companies in aspects related to management, marketing, positioning in the market, digital marketing, etc., and periodic field visits are also planned.















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