



**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.

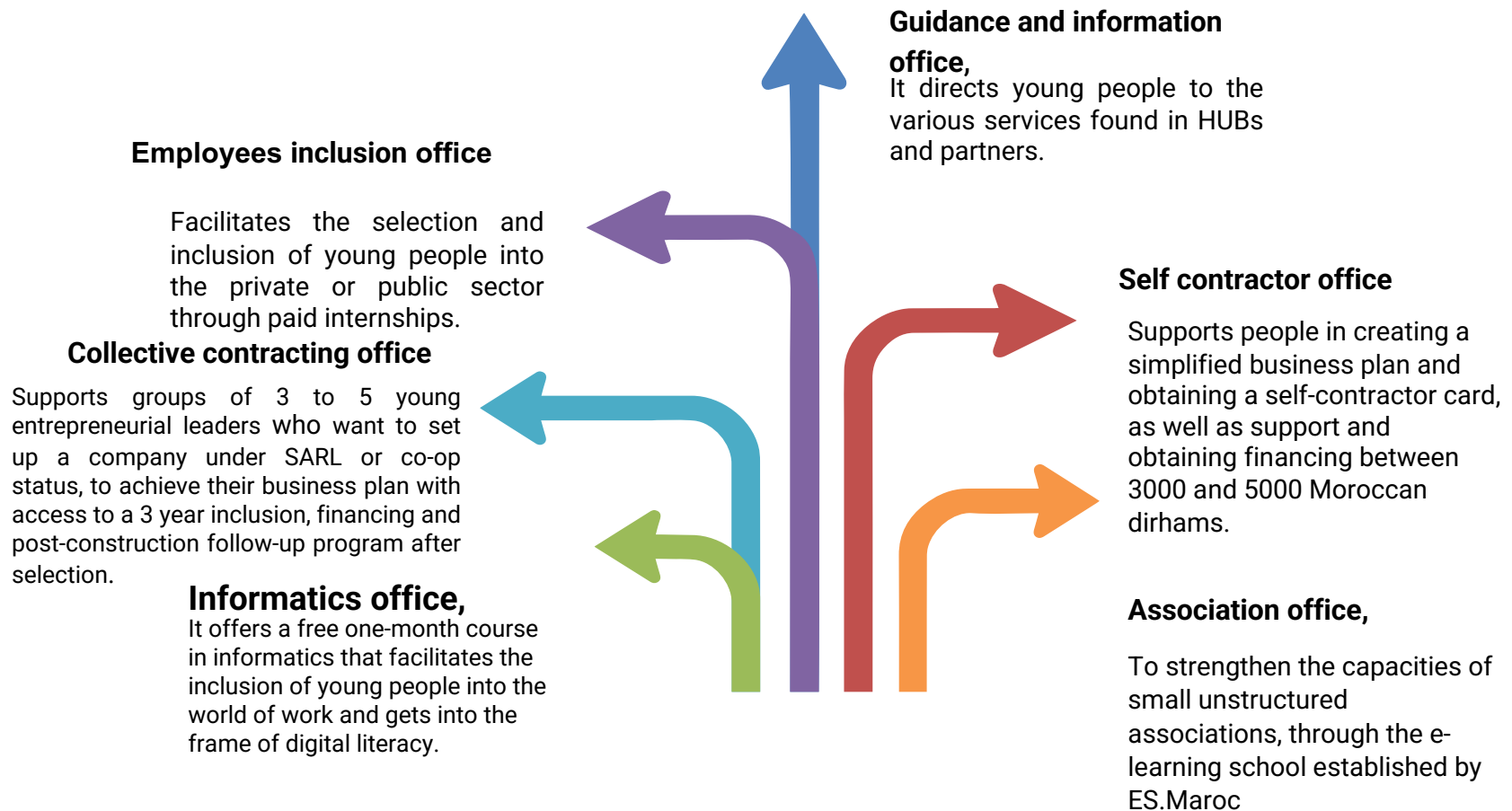


An Italian NGO located in Morocco since 2003 through a program on health and a professional inclusion programme.

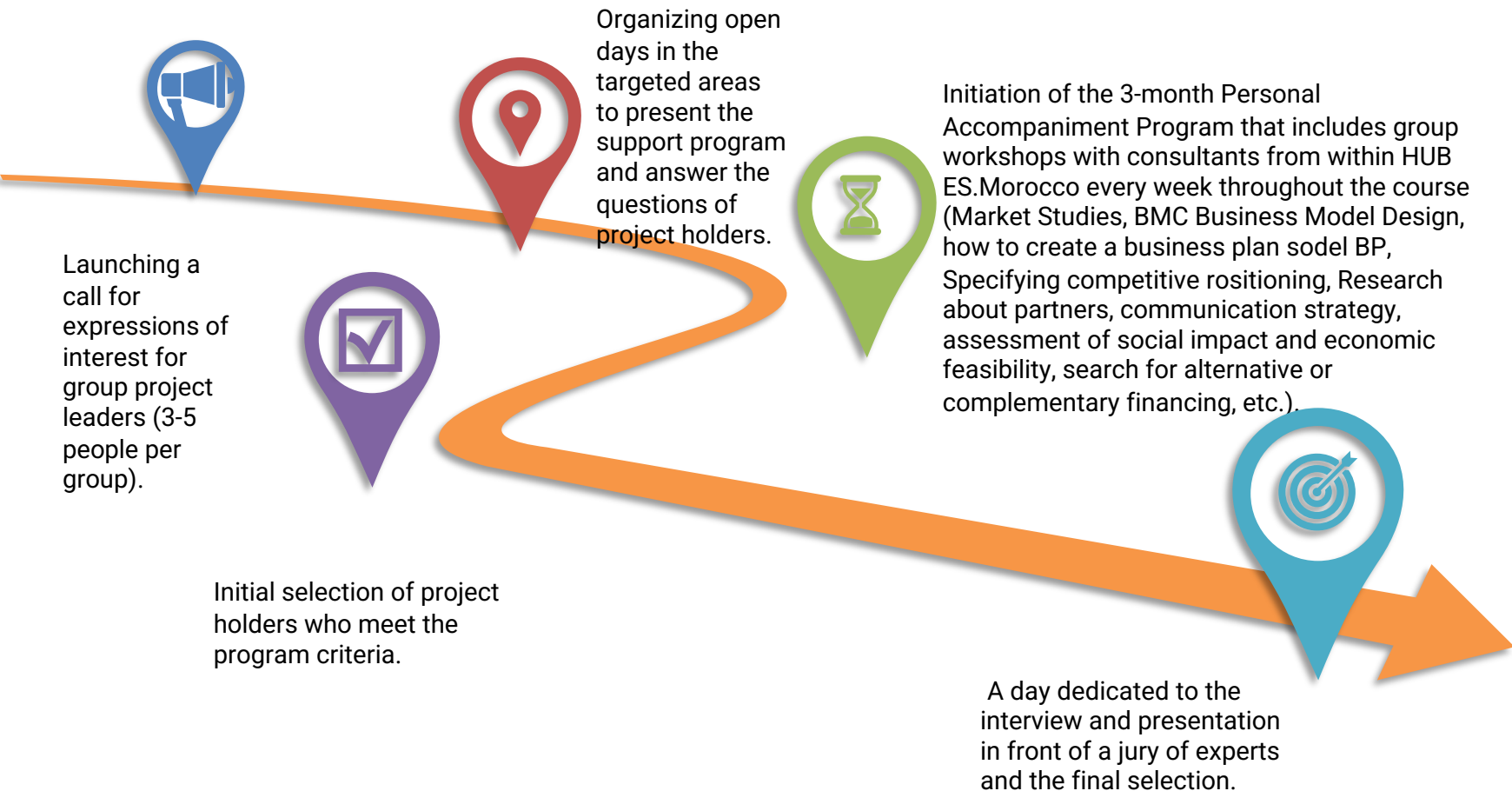


Located in Rabat and Tangier, the company offers a range of services dedicated to the socio-professional inclusion of youth and social entrepreneurship through several offices that are active every day and are managed by many permanent consultants from the business and contracting world.

# HUBs ESMaroc Offices



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



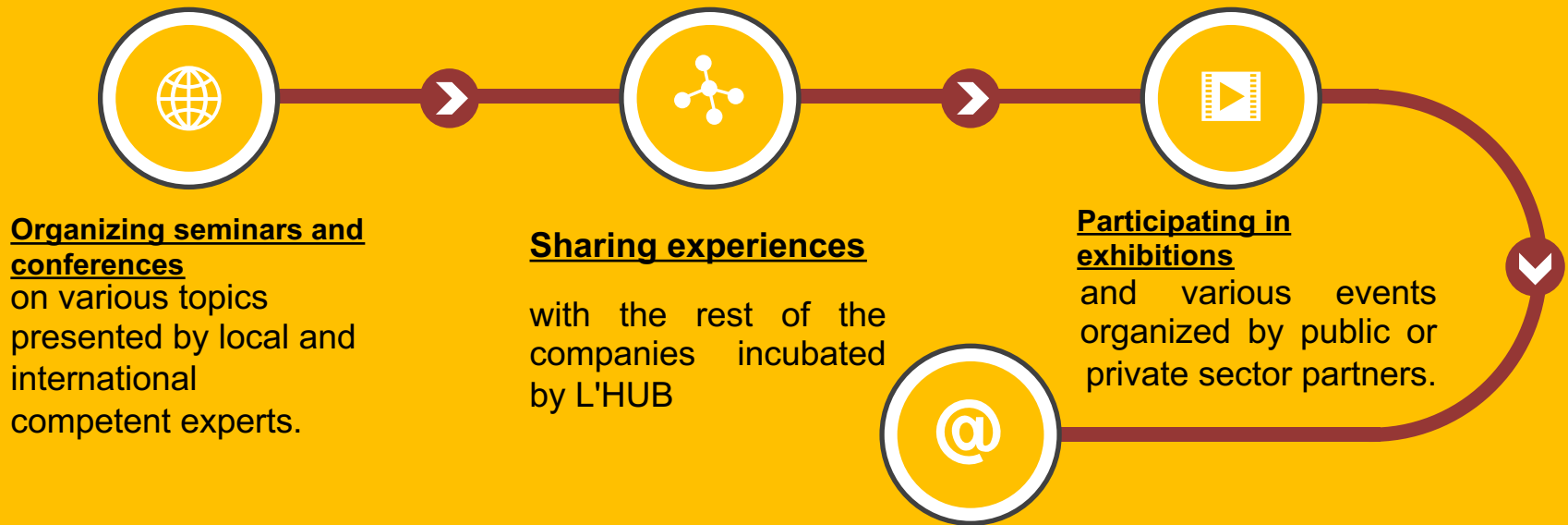
**Granting financing  
from 50,000 to  
100,000 dirhams  
for the selected  
businesses.**



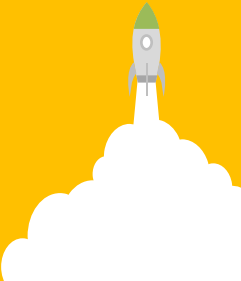
Tracking and follow-up for  
a period of 3 years, during  
which the center's  
consultants support the  
companies in aspects  
related to management,  
marketing, positioning in  
the market, digital  
marketing, etc., and  
periodic field visits are  
also planned.



**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:**

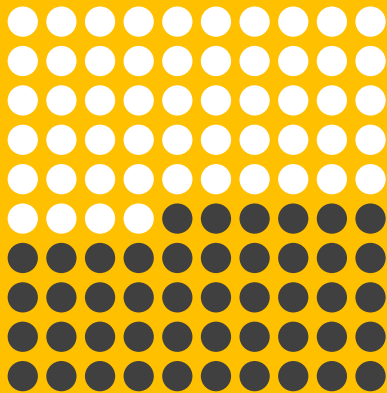
Given the limited opportunities available to integrate women into the labor market, it remains to take the initiative to integrate women in vulnerable situations to engage in the world of entrepreneurship and to facilitate their professional integration by enhancing their capabilities to establish income-generating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



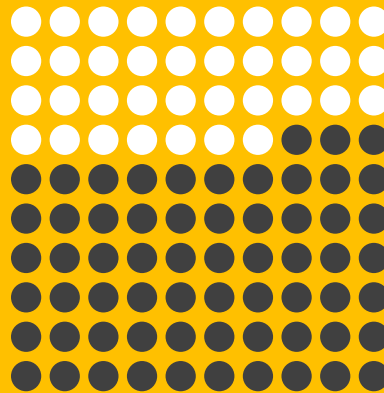
# Percentage of women benefiting from the association's services

46%



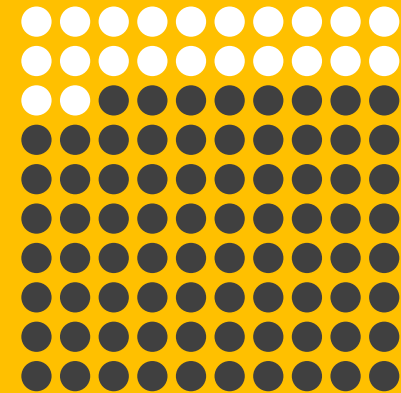
Women benefiting  
from awareness  
sessions

56%

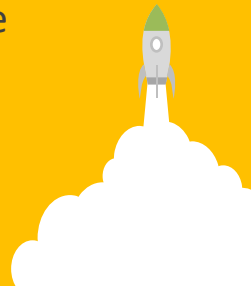


Women benefiting  
from the Support,  
guidance and  
follow-up

27%



Women financially  
benefiting from the  
grant



# Before establishment

- Forming and awareness,
- Accompaniment and guidance,
- Facilitating legal procedures and obtaining the self-contractor 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 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.





**THANK YOU!**





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