

# IECD – SEEDS OF HOPE MOROCCO



991

young people in Morocco have trained or enrolled in one of our supported programmes since 2017

72%

of graduates found a job less than six months after graduation

## Vocational training: A path for youth employment

The European Institute for Cooperation and Development (IECD) is a non-profit association founded in 1988. It operates in 15 countries in Sub-Saharan Africa, the Middle East, the Indian Ocean, and South-east Asia. For 30 years, in close partnership with local stakeholders, the IECD has implemented integrated programmes in education, vocational training, and entrepreneurship. Through its Seeds of Hope programme, the IECD has developed expertise in vocational training and youth employment across a variety of sectors, especially industry, energy, and maintenance. In 2017, more than 3,500 young people benefited from the Seeds of Hope programme, implemented in five countries: Lebanon, Egypt, Morocco, Ivory Coast, and Vietnam.

In Morocco, the Julius Baer Foundation supports the Seeds of Hope project in addressing the gap between companies' needs and students' skills, facilitating vocational training to ensure professional integration of youths. In close collaboration with its local partner, l'Heure Joyeuse, the IECD supports the Juk Spel private school, the Technical Centre in Kenitra, and the Mkansa training centre in Casablanca. Since 2013, its partner schools have been supported in improving their training curricula, renovating technical labs, training teachers on technical subjects and pedagogical approaches, and strengthening guidance and employment services for students. Thanks to this comprehensive methodology, these three schools currently offer high-quality training in electrical engineering, all certified by national authorities. This ensures access to decent jobs for students.



**Reda El Maamour,**  
first-year student at the Technical  
Centre in Kenitra

“I am 24 years old and I previously graduated as a specialised technician in industrial automation. But when I looked for a job, I realised I didn’t have enough professional experience. I met with former students of the Kenitra Technical Centre and they told me about their training. Even if it took me nearly two hours to get to school, I knew it was the best way to gain more hands-on experience. Thanks to the school, I’m now studying part-time and working in a company producing electronic cards. When I finish my training, I will work with my friends — we want to create a company focused on computers, electricity, and automation.”

### Julius Baer Foundation

For more than fifty years, the Julius Baer Foundation has dedicated itself to making meaningful and impactful contributions to society. The grant foundation of the Julius Baer Group was founded in 1965 by Walter J. Bär to support all forms of art and culture, various sciences, and carefully selected charitable causes within Switzerland. The Foundation’s reach has extended along with the growth of the Group, and today it collaborates with partner organisations worldwide in the core areas of Vocational Training, Recycling PLUS, and Wealth Inequality.

### How you can contribute

Clients and employees of Julius Baer can support the Foundation.

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### Professional opportunities for vulnerable youth

Thanks to the IECD activities in Morocco since 2017, a total of 991 young women and men have received training in electrical engineering, three school labs were equipped, and 22 instructors improved their teaching capacities. The Seeds of Hope programme ultimately improves youth employment — at least 65% of graduates find work or continue with more advanced studies one year after graduation. In this way, the programme provides long-term opportunities to the young beneficiaries, many of whom had previously dropped out of school.

### Facts and figures: Morocco

Morocco gained independence in 1956, and has since been governed as a constitutional monarchy. The current ruler, King Mohammed VI, came to power in 1999. He introduced economic and social reforms intended to liberalize the country. Despite these efforts, Morocco still struggles with high poverty and unemployment rates, especially among youths. The country exhibits an overreliance on agriculture, a weak private sector, and lack of inclusive public policies.

In response to these challenges, the King announced several development plans to strengthen vocational training and foster industrialisation, aiming to create 500,000 jobs. With time, the new policies may help Morocco grow economically and enable everyone to achieve her or his potential.

- Inhabitants: 36 million
- Capital: Rabat
- Languages: Arabic and Berber (official languages) as well as French
- Youth unemployment rate (15–24 years): 26%
- Young people not in education, employment, training (NEET): 30%
- Exports: Primarily agricultural commodities and phosphates. However, the manufacturing industry is gradually growing in importance.
- The national drink is a green tea with mint leaves and other ingredients known as “atai”. It is served all day long — a regular sign of hospitality.

For more information about IECD, please visit: [www.iecd.org](http://www.iecd.org)

“We must no longer accept that our education system works like a machine to make legions of unemployed people.”

Mohammed VI, King of Morocco