

ACTIVITIES REPORT





Upon the 10th National Solidarity Campaign launch, His Majesty King Mohammed VI, may God assist Him, inaugurated on November 8, 2007 the Mohammed VI Support Center for Solidarity Microfinance (CMS).

The CMS shows the importance that Mohammed V Foundation gives to solidarity with people in precarious situations, aiming at integrating them into the socio-economic environment, thereby fulfilling the Foundation mission, which places sustainable development at the heart of its strategy.

The CMS, created in consultation with the major microfinance stakeholders in Morocco, strives to support the efforts made by the Micro Finance Institutions (MFIs), promoting their activities through three main areas: training MFIs staff and beneficiaries on their products and services, promoting micro-enterprises and supporting the commercialization of their products and services, as well as the National Microfinance Observatory.

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At the end of 2018, the number of active Microfinance clients in Morocco reached MAD 901,654 (-3.83% compared to 2017, after the write-off of non-performing loans) for an outstanding loan amount of MAD 6.81 billion (+1%).

The average outstanding loans per active client rose by 5% to MAD 7,553 at the end of 2018, compared to MAD 7,192 a year earlier, which reflects the sustained commitment of Micro-Credit Associations (MCAs) to support the development of their beneficiaries.

The portfolio at risk over 30 days (PAR > 30d), after write-offs, stood at MAD 211.68 million, against MAD 210.30 million at year-end 2017 (\pm 0.66%).

As for the amount of write-offs, it amounted to MAD 205.51 million against MAD 234.45 million at the end of 2017 (-12.34%).

Meanwhile, the PAR > 30d, after write-offs, fell from 3.12% at the end of 2017 to 3.11% at the end of 2018, representing a change of -0.01 point.

The overall increase in the number of MCA staff increased by 8.13%, reaching 7,818 at the end of 2018, compared to 7,230 at the end of 2017. In the field, staff increased from 6,348 to 6,909 (+8.84%), while staff at headquarters increased by 3% (from 882 to 909). This situation reflects a certain confidence in the future development of the sector.

In this general context of national microfinance trends in 2018, the Mohammed VI Center for Support to Solidarity Microfinance (CMS) has carried out its activities to support, promote and develop microfinance in our country through its different areas of intervention. In particular, it has contributed to optimizing the conditions for carrying out the social missions of the MCAs, as well as helping to build the capacities of micro-entrepreneurs for the sound management of their activities and more effective marketing of their products and services.

As such, in accordance with the guidelines of its Board of Directors, the CMS has focused its efforts on the following areas in 2018:

- Contribution to enhancing the skills of MCA staff members, in collaboration with national and foreign partners;
- Guidance and support of micro-entrepreneurs through advanced training and measures to support the marketing of their products and services;
- Start-up of projects with a sectoral scope and continuation of the ongoing missions of monitoring, studies, preparation of documents, etc.;
- Communication and partnership initiatives with various national and international players.





During the year 2018, the Microfinance sector was very active both internationally and nationally, as evidenced by the proliferation of organized events, an overview of which follows.

International

• Publication of:

- « Microfinance 2018 Barometer » and the « Social Entrepreneurship 2018 Barometer » by the "Convergences" thoughts platform, launched in 2008 to promote the United Nations Sustainable Development objectives by 2030;
- "Market Outlook" « Micro and small business finance market outlook 2018 » by "ResponsAbility Investissements AG", one of the world's leading asset managers;
- The World Bank's Global Findex 2017 database, including indicators on access and use of formal and informal financial services in more than 140 countries around the world.

• Holding of:

- 14th annual world Microfinance forum, on March 15 and 16, in Munich (Germany) to deal with topics relating to investments in Microfinance and the financial inclusion expansion in the digital age;
- The 11th edition of the "Convergences" world forum, on September 3 and 4, in Paris, with the central theme « Making Society, Making Tomorrow » and key sub-themes in the spotlight including « Partnerships for the achievement of Sustainable Development Objectives » ;
- The 12th edition of the annual conference of the Arab Microfinance Network, SANABEL, on November 6 and 7, in Amman (Jordan) to discuss the theme « From sustainable finance to responsible finance : Our vision for the future »;



- The 13th annual Social Performance Task Force (SPTF) Conference, from February 19 to 22, in Mamallapuram (India) to discuss the topic : « Client focus : Fostering financial choices and positive outcomes for low-income clients »;
- The "Small Enterprise Evaluation Project" (SEEP) annual conference, from October 1 to 3, in Virginia (USA), on the theme : « Collaborating for impact ».



National

- Approval by the Council of Government and adoption, unanimously, by the Chamber of Representatives, of bill No. 85-18 amending the law No. 18.97 on Microcredit and proposing an increase in the Microcredit ceiling to 150,000 MAD in order, in particular, to improve the access of VSEs (Very Small Enterprises) to funding and support to IGAs (Income Generating Activities);
- Launch of the activities of "Quantik Maroc", second Credit Bureau to be accredited by Bank Al-Maghrib, after "Creditinfo Maroc", to strengthen the visibility of loans granted to individuals and businesses in the country;
- Publication, by the Ministry of Economy and Finance in partnership with GIZ, of the 1st edition of the « Annual compendium of public financing instruments and programs intended for start-ups and VSMEs » to guide Very small, Small and Medium Enterprises, self-employed and micro-entrepreneurs, and promote their financial inclusion.

• Holding of:

- The 7th edition of the Social and Solidarity Economy National Fair, from November 9 to 18, in Agadir, under the High patronage of HM the King, may God Glorify Him;
- The 4th edition of the National Conference of the Social & Solidarity Economy, on December 19, in Skhirat on the theme: "New strategy of the Social and Solidarity Economy: A future challenge for sustainable territorial economic development";
- The international conference of the International Monetary Fund (IMF), on January 29 and 30, in Marrakech on the theme: "Opportunities for everyone: Growth, employment and inclusion in the Arab world";
- The 6th edition of the National Micro-Entrepreneur Award (NMEA), on October 18, at the Mohammed VI Support Center for Solidarity Microfinance (CMS), to reward 32 deserving laureates including 20 women;





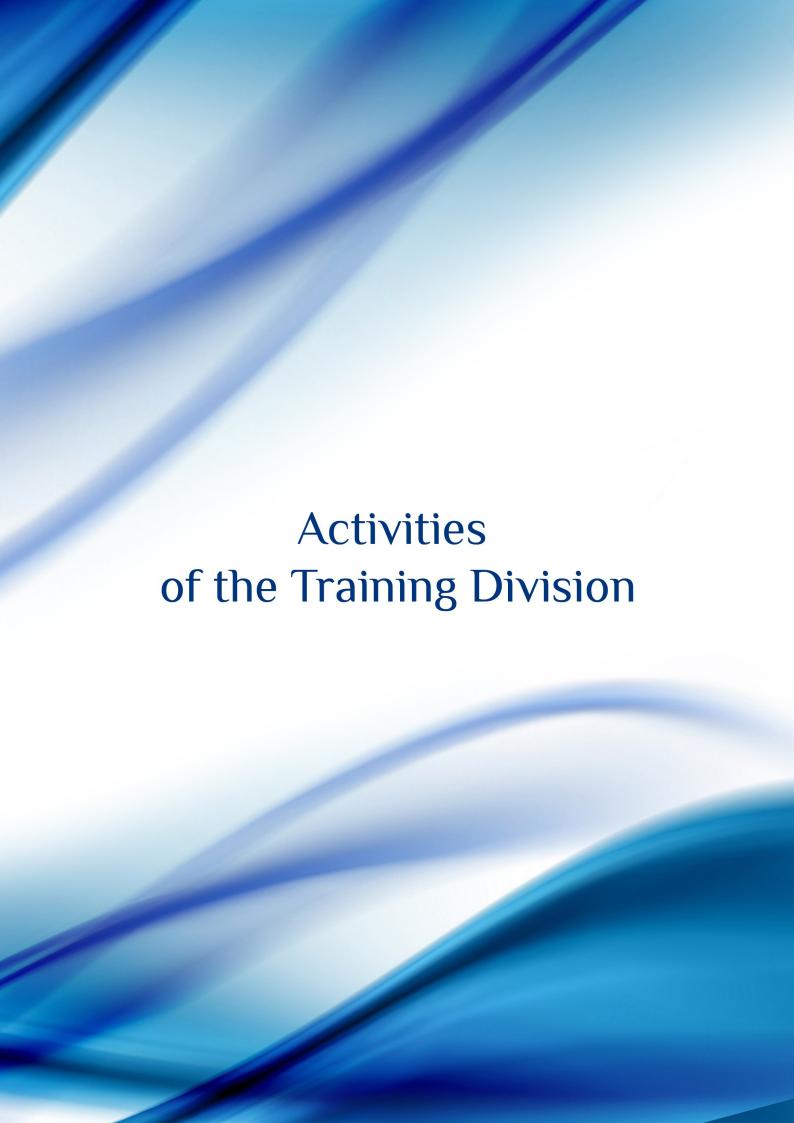
- The 4th edition of the CDG Foundation Prize, on December 21, in Rabat to reward 94 people, as part of the Support Program for IGAs by supporting the creation of the Young Micro-Enterprise, set up in partnership with the National Federation of Microcredit Association (FNAM), the JAÏDA Fund for financing Microfinance organizations in Morocco and the CMS;
- The 13th edition of the International Exhibition of Agriculture in Morocco (SIAM), from April 24 to 29, in Meknes;
- The Ramadan Trade Fair 2018, from May 20 to June 14, in Casablanca;



- The workshop organized by FNAM and the Moroccan multinational "Hightech Payment Systems" (HPS), on June 28, in Rabat on : « Digitization : What opportunities and what challenges for Microfinance structures ? » ;
- The « Women's Micro-enterprise Day », on June 27, at the CMS, as part of the Belgian-Moroccan program « Min Ajliki » to support female entrepreneurship in Morocco, set up by the Belgian Association APEFE (Association for the Promotion of Education and Training Abroad) with Moroccan partners including CMS.







Relevant and high value-added themes for the Microfinance sector in Morocco have been set by the CMS in 2018, to meet the expectations and training needs of the MCAs. The proposed themes were identified during the training needs assessment carried out between July and October 2017.

CONTINUING EDUCATION

Training Engineering has, indeed, revealed a high demand for specific topics such as:

- Risk Management;
- Financial and Social Performance Management (Microfact);
- Performance Indicators for products outsourced by MCAs, such as Micro-Insurance, opening of bank accounts, Savings, etc.;
- Professionalization of skills of field agents: loan officers, branch managers, etc.;
- Financial Education;
- Innovation and leadership;
- NICT (New Information and Communication Technologies);
- Islamic Finance;
- Accompaniment of clients;
- Prospecting techniques;
- Training of Trainers;
- Universal Standards of Social Performance;
- Client Protection Principles;
- Entrepreneurship Training;
- SMART Certification;
- etc.

These themes were all included in the training curriculum and participants from MCAs in Morocco and North Africa, as well as from other parts of Africa, took part in the trainings.



Principles of Client Protection Casablanca - Morocco

Introduction to the Universal Standards of Social Performance Tetouan - Morocco





PROFESSIONAL CERTIFICATE IN MICROFINANCE

As part of the professionalization of skills of the Microfinance sector in Morocco, the CMS has scheduled two training courses, within the framework of the Professional Certificate in Microfinance, with its French strategic partner, the Training Center of the Banking Profession (Centre de Formation de la Profession Bancaire - CFPB):

- The 1st course for a group of 21 loan officers;
- The 2nd course for a group of 10 branch managers.

From 2015 to the end of December 2018, a total of 116 people registered for these two training courses. Out of this total, 107 people were certified, representing a 92% success rate.

Cumulative assessment of training cycles for the Professional Certificate in Microfinance

POPULATION	REGISTERED	CERTIFIED	Including Women	Success rate
Certified Trainers	8	8	3	100%
Certified Trainers « Credit Agent » and « Agency Responsable » (2 of CMS and 6 of MCA)	8	8	3	100%
Credit Agent (CA) – Cumulative workforce	72	60	33	83%
Credit Agent 2016	28	24	13	86%
Credit Agent 2017	23	17	12	74%
Credit Agent 2018	21	19	8	90%
$oxed{ ext{Agency Responsable (AR)}- ext{Cumulative workforce}}$	44	38	8	86%
Agency Responsable 2016	15	12	2	80%
Agency Responsable 2017	19	17	4	94,4%
Agency Responsable 2018	10	9	2	90%
CUMULATIVE WORKFORCE CA + AR	116	107	41	92%





NETWORKING

Within the framework of the development of the Training program, the promotion of partnership and the development of the national and international network of the CMS, its staff took part in several Training workshops, conferences and seminars, including the following:

- "Financial Education" with the Swiss confederation and several Microfinance Institutions from around the world;
- "Importance of a client-centric policy in Microfinance", organized by the Social Performance Task Force;
- "From Responsible Economy to Sustainable Economy", organized by the Arab Microfinance Network, SANABEL;
- "Strategic Review on the Promotion of Micro-Enterprises", organized by the Moroccan Foundation for Financial Education (FMEF).

2019 TRAINING ENGINEERING

As in previous years, the CMS has carried out a diagnosis of training needs since September 2018.

The Training engineering, conducted between September and December 2018, has made it possible to:

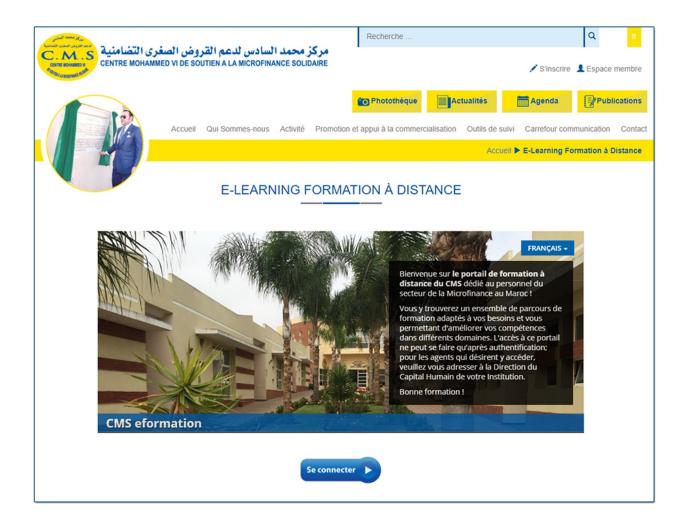
- understand the gaps between acquired and required skills for certain key positions, through the various semi-directive interviews held with a sample of MCA management and staff;
- identify training needs;
- put forward certain recommendations for relevant MCAs;
- produce the 2019 Inter-MCA Training Plan.





The Inter-MCA Training Plan was presented to and approved by the MCA managers at the Annual Training Day held on 25 and 26 January 2019.

In addition to in-class training, the CMS has supervised distance learning courses via its e-Learning platform.



This platform, launched in 2017, with a wide range of core, business and cross-functional modules, has enabled the CMS to reach more people and thus enable project leaders and MCA staff to benefit from a tool for learning and improving skills remotely, by simply clicking on the following link:

http://www.cms-eformation.ma/lms/

In conclusion, 2018 was a very rich year in terms of Training for the CMS, through the proposed training curricula as well as the diversification of themes and distribution channels.



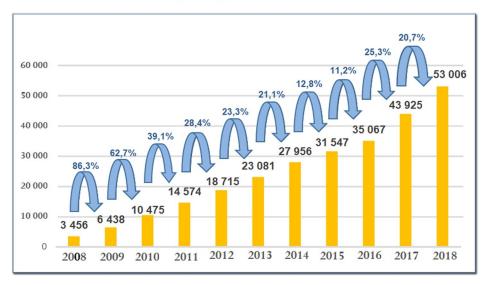
Achievements of the CMS in Training, from January to December 31, 2018

DESIGNATION	NUMBER OF TRAINING DAYS	NUMBER OF PARTICIPANTS	PTD*
Logistic Support	148	1.462	5.832
Specific & Planned Trainings	319	231	1.221
E-Learning training	11.587	6.282	11.587
Training of micro-entrepreneurs	62	1.106	1.106
ACHIEVEMENTS OF THE YEAR 2018	12.116	9.081	19.746

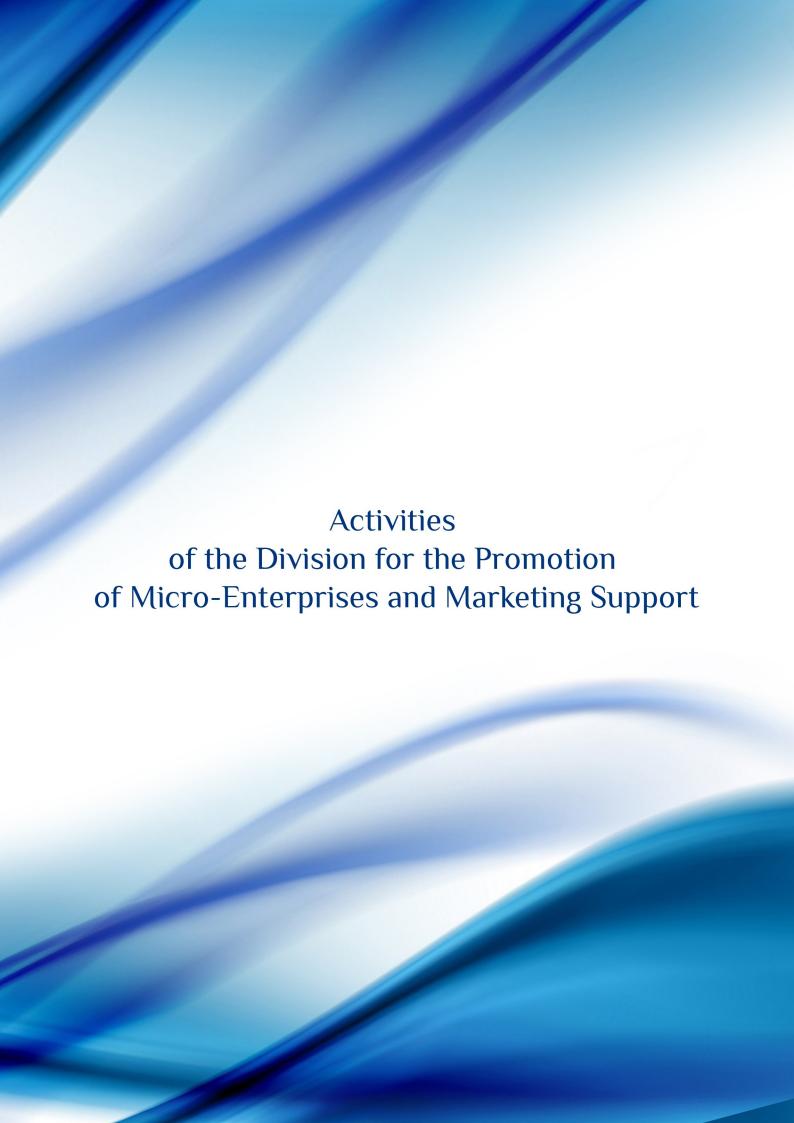
(*) PTD: Participant Training Days (Number of training days x Number of participants)



Cumulative beneficiaries of CMS training programs since 2008







In 2018, the CMS, pursuing its efforts to promote the socio-economic inclusion of micro-entrepreneurs, implemented a vast support program for their benefit, including training courses, as well as measures to promote their micro-enterprises and support the marketing of their products and services.

REGIONAL MICRO-ENTREPRENEUR MEETINGS

The CMS held 09 Regional Micro-Entrepreneur Meetings (RRME): in Meknes, Casablanca, Larache and Agadir, for 914 people, who benefited from experience sharing, unlocking synergies between their activities, exhibition spaces for their products and participation in training workshops.



Summary of the Regional and National Meetings of the CMS in 2018

EVENTS	S DATE PLACE		NUMBER OF	MAIN ACTIVITIES	GENDER	
EVENIS	DATE	PLACE	PARTICIPANTS	MAIN ACTIVITIES	W	M
International Agricultural Fair (SIAM)	April 24-28	Meknes	120	Local products		40%
The Solidarity Fair at the French School of Business	May 5	Casablanca	160	Local products, traditional weaving and sewing, decoration, couscous and medicinal plants, beekeeping, organic cosmetics.		15%
Ramadan Trade Fair	May 20 to June 14	Casablanca	200	Essential oils, argan oil and derivatives, beekeeping, organic cosmetics, couscous and medicinal plants, pastry, clothing, traditional and modern sewing, accessories and decorative items, tapestry.	80%	20%
Women's microenterprise Day	June 27	Casablanca	40	Local products, beekeeping, accessories and decorative items, tapestry.	100%	-
Regional Meeting of Micro-Entrepreneurs	August 2-6	Larache	44	Traditional and modern sewing and weaving, leather goods and local products, beekeeping, accessories and decorative items, tapestry.		30%
Regional Meeting of Micro-Entrepreneurs	October 17 -21	Casablanca	80	Essential oils, argan oil and derivatives, beekeeping, organic cosmetics, couscous and medicinal plants, pastry, clothing, traditional and modern sewing, accessories and decorative items, tapestry.		20%
Social and Solidarity Economy Fair (ECOSS)	November 9-18	Agadir	100	Handicrafts, embroidery, olive and argan oils, leather goods, traditional weaving, natural cosmetics, decorative items, medicinal plants.	80%	20%
Solidarity Bazaar	December 8	Casablanca	80	Local products, beekeeping, accessories and decorative items, natural cosmetics.	100%	-
CDG Foundation Award	December 22	Rabat	90	Decoration products, natural cosmetics, beekeeping, decoration, argan oil and its derivatives.	60%	40%
TOTAL			914		79%	21%



2018 ECOSS NATIONAL EXHIBITION

As part of the 7th edition of the National Exhibition of Social and Solidarity Economy (ECOSS), held in Agadir in November 2018, the CMS has jointly organized with the Ministry of Handicrafts and Social and Solidarity Economy, exhibition and commercial space for the benefit of 40 participating micro-entrepreneurs from different regions of the Kingdom. They also organized training sessions for the benefit of producers of local products and handicrafts, particularly on Financial Education and Digital technology.

At the closing of the Fair, a trophy was awarded to the CMS by the Ministry of Handicrafts and Social & Solidarity Economy, for its strong contribution to the success of this event.



TRAINING OF MICRO-ENTREPRENEURS

4,069 micro-entrepreneurs have benefited from the CMS's Micro-entrepreneur Training program, 37% in in-class sessions and 63% in e-learning.

The following table outlines the themes covered by the CMS's in-class and e-learning training courses for micro-entrepreneurs, with the number of participants broken down by gender.

TOPIC			DER	NUMBER OF
Torre	PARTICIPANTS	Women	Men	DAYS
Financial education via e-learning	2.548	-	-	-
Self-employed caravan awareness	654	50%	50%	16
Financial education	234	60%	40%	10
Importance of digital for micro-enterprises	245	70%	30%	11
Personal Development	148	80%	20%	7
Merchandising and marketing techniques	130	70%	30%	4
Health protection & Youth employability	70	70%	30%	2
Validation of acquired experience	40	90%	10%	1
TOTAL	4.069	70%	30%	51

The table below shows the regional breakdown of the number of participants in the Financial Education for Micro-entrepreneurs program.



Micro-entrepreneurs Financial Education Program

REGIONS	NUMBER OF	GENDER		
REGIONS	PARTICIPANTS	Women	Men	
« Grand Casablanca »	149	70%	30%	
Larache	85	80%	20%	
All Moroccan Regions via E-Learning	2.548	-	-	
TOTAL	2.782			

CMS PARTICIPATION IN THE INTERNATIONAL DATE FAIR - ERFOUD 2018



As part of the 9th edition of the International Date Fair, organized from 25 to 28 October 2018 in Erfoud, the CMS participated, in partnership with the National Agricultural Council (ONCA), in an awareness-raising campaign on entrepreneurship and training of micro-entrepreneurs involved in the agricultural and para-agricultural sector.

Aware of the importance of support in the development of micro-entrepreneurial projects and activities, the CMS has mobilized its resources and went on field trips with its "Mobile Training Unit" to provide training for 100 micro-farmers on the characteristics of an entrepreneur, marketing techniques and personal development.

The CMS has also participated, through the "Agricultural Entrepreneurship Support and Employability" desk, alongside ONCA agricultural advisers, in all advisory and orientation activities for farmers regarding managerial and entrepreneurial matters.

Moreover, it was invited by ONCA to participate in the debate organized on October 26, 2018 at the LAATI Hotel conference hall, on the theme "Supporting young entrepreneurs for the creation of agricultural service businesses".

It was also invited to the awards ceremony honoring the winners of the best exhibitions, organized during this event.



WOMEN'S MICRO-ENTERPRISE DAY

The CMS is one of the 8 partners of the Belgian Association APEFE (Association for the Promotion of Education and Training Abroad), in the second version of its program to support female entrepreneurship, called "Min Ajliki" (which means "For you").

As part of the "Min Ajliki 2.0" program, the CMS celebrated "Women's Micro-Enterprise Day" in its premises on 27 June 2018. This coincided with the official visit of the President of Wallonia to our country, Mr. Willy BORSUS, who was accompanied by the General Delegate of Wallonia, Mr. Motonobu KASAJIMA. This event focused on the following activities:

- Capacity building of female micro-entrepreneurs, through three training workshops on the following themes:
 - Financial education;
 - Digitalization of micro-enterprises;
 - Sales techniques.
- Development of a product exhibition space for female micro-entrepreneurs.





THE NATIONAL MICRO-ENTREPRENEUR AWARD

Organized annually by the CMS, in partnership with the FNAM, the PNME aims to be a forum for encouraging micro-entrepreneurs who have distinguished themselves in multiple fields of action, while improving their living conditions and/or those of their families, through the creation of a high value-added activity, the formalization of their activities, or their ability to reintegrate themselves into their socio-economic environment.



During the sixth edition of the PNME, a major event was hosted on 18 October 2018 at the CMS, during which 32 recipients were honored (including 20 women), selected from 186 proposed candidates.

مشريع الصغرى





FOUNDATION CDG AWARD

As in past years, the CMS contributed to the organization of the 4th edition of the Foundation CDG Award, within the framework of the Support Program for Income Generating Activities by supporting the creation of young micro-enterprises, established in partnership with the CMS, the Jaïda Fund and the FNAM.

This program aims to promote the economic independence of the most disadvantaged youth and to facilitate their integration into the economic and social fabric of the country by contributing to the financing of their micro-projects, for example.

The awards ceremony took place on 22 December 2018, at the headquarters of Foundation CDG in Rabat, and was an opportunity to recognize 94 recipients out of 188 proposed candidates. Alongside this ceremony, training sessions on Personal Development and the auto-entrepreneur status were held for the benefit of all the award winners, who were also able to exhibit their products at the Gallery of the Foundation CDG.



Also, in partnership with the FNAM, the JAÏDA fund and CDG, the CMS conducted an impact study of the Foundation CDG Award on a sample of award winners of the first 3 editions, the results of which were very satisfactory.

Breakdown of CDG Foundation Prize winners by economic activity sector and gender

SECTOR	WOMEN	MEN	TOTAL	In Percentage
Agriculture and Livestock	-	13	13	14%
Food industry	5	7	12	13%
Art and Crafts	13	17	30	32%
Hairdressing and aesthetics	7	3	10	11%
Trade	-	2	2	2%
Construction	-	6	6	6%
Entertainment	1	-	1	1%
Education and early childhood	1	-	1	1%
Mechanical	-	3	3	3%
Medical	2	1	3	3%
Digital	1	6	7	7%
Sport	-	1	1	1%
Transport		3	3	3%
Others	1	1	2	2%
TOTAL	31	63	94	100%



LAUNCH OF THE SKILLS RECOGNITION TRAINING COURSE

The acronym VAE (Validation of Acquired Experience) or, to be more precise, the validation of non-formal learning outcomes, is characterized by "(...) a process of confirmation, by an authorized body, that a person has acquired learning outcomes corresponding to a given standard".

This concept, known as the validation of professional achievements, is the process aimed at verifying an individual's effective mastery of certain skills outlined in a reference document and which allows for the official recognition of knowledge, know-how and interpersonal skills that are strictly necessary for the accomplishment of a task in a work situation.

These skills may have been acquired through professional training, work experience or life experience.

Thus, as part of its actions to promote micro-enterprises and support the marketing of their products and services, the CMS, in partnership with the Center for Training in Handicraft Trades (Fez), organized training workshops dedicated to micro-entrepreneurs who are MCA beneficiaries. These training workshops, which were facilitated by professionals, specialists in the field ("Mâalams", professionals in the field, Designers, etc.), aimed to validate the skills, upgrade the crafts of micro-entrepreneurs and develop their know-how.

LAUNCH OF THE AL RAWABET PROGRAM WITH THE NEAR EAST FOUNDATION (NEF)

The Al-Rawabet Morocco project, connecting business growth and youth employment, was initiated by the Middle East Partnership Initiative (MEPI), implemented by the Near East Foundation -NEF- (an international NGO based in Morocco since 1987), in partnership with Marrakech Générations, the Maison des Associations as well as institutional partners. It aims to support the entrepreneurial ecosystem in Morocco, in order to ensure the growth and expansion of businesses and facilitate job creation in the Marrakech-Safi region.

The CMS was involved in this project, which aims to support entrepreneurs in five areas: (a) coaching, mentoring and networking; (b) incubation services, in partnership with the entrepreneurial ecosystem; (c) investment support; (d) coordination, targeting and accessibility of business support services; and (e) marketing campaign to address barriers to growth and encourage business support.



CMS SUPPORT FOR A CHALLENGE FOR YOUNG PEOPLE FROM THE "ÉCOLE FRANÇAISE DES AFFAIRES" FOR THE DEVELOPMENT OF SSE

The CMS has been one of the cornerstones of a project engaging young people from the École Française des Affaires (EFA) for the development of stakeholders of Social and Solidarity Economy.

Indeed, within the framework of the "Social Entrepreneurship" training course, initiated by EFA for young people in their freshman year of the Management & Trade major, with the support of the CMS, 125 young people from the said major were involved in a practical and hands-on exercise for the benefit of 25 cooperatives, associations and social entrepreneurs.

- Meeting between stakeholders and young people & Identification of needs/challenges;
- Validation of needs and support areas;
- Dispatch of youth groups/stakeholders;
- Start-up of the support phase: marketing, finance, sales, organization (Wednesday afternoon or weekends);
- Discussion of the outcomes;
- Evaluation of the mission;
- Closing of the challenge / Event / Solidarity Fair.

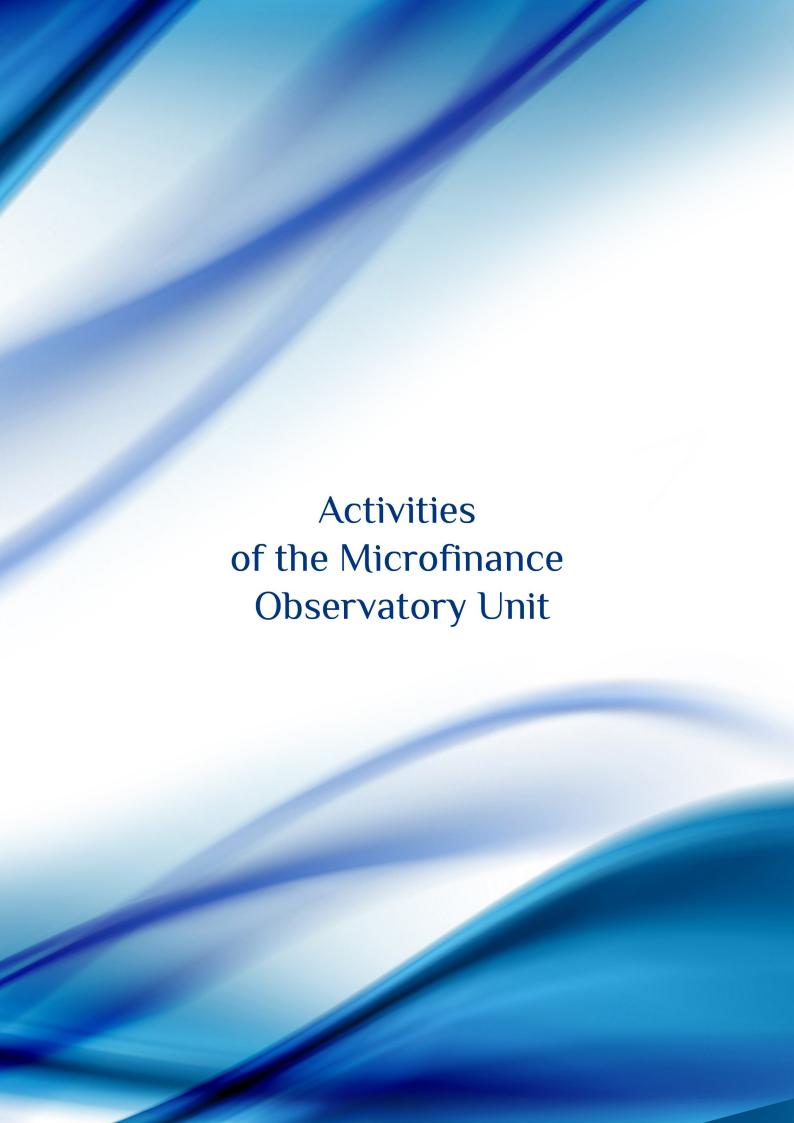
ANNUAL DAY OF THE MICROENTERPRISE SUPPORT CENTER

It covered the following elements:

- Presentation of the achievements and activities carried out by the Micro-Enterprise Support Center, for 2017;
- The challenges and priorities for the development of actions to support the marketing of micro-entrepreneurs in 2018;
- The challenges and priorities for the development of training and skills development programs for micro-entrepreneurs in 2018;
- Feed-forward of the workshop, wrap-up and recommendations.







In 2018, the Microfinance Observatory has developed several sectoral projects that strengthen its role as a platform for information, analysis, sector watch and dissemination of best practices in Microfinance in Morocco.

Some of these main projects include the following:

- Continued development and dissemination of the CMS's reporting materials published on its website;
- Design of 2 new reporting templates for the CMS: a template merging the "Monthly Dashboard" and the "Quarterly Trend Report" of the Moroccan Microfinance sector, and a lighter template for the "National Microfinance Mapping";
- Follow-up of projects within the framework of the World Bank's Deauville Initiative: CMS e-Learning Platform, Financial and Social Reporting Platform of Microfinance in Morocco, and study of the scope of Microfinance for its beneficiary and potential clients;
- Participation in forums, conferences, workshops, etc., in Morocco and abroad;
- Mentoring and support of researchers and trainees interested in Microfinance.

CONTINUED DEVELOPMENT & DISSEMINATION OF CMS REPORTING MATERIALS

The CMS produced and widely disseminated its monthly dashboards of Microfinance activities in Morocco, its quarterly trend reports on the sector and the quarterly tool "Factsheet" for analyzing the sector's financial and social performance. The aim is to provide operators in the Moroccan microfinance sector with periodic data on the sector's performance, development and risks.

MONTHLY DASHBOARD OF MICROFINANCE ACTIVITIES IN MOROCCO



CMS's "Monthly The Dashboard Activities Morocco" Microfinance in provides a clear and concise snapshot of the monthly state of Microfinance in our country. It is presented in the form of a summary table of indicators, illustrated with graphs. It is increasingly becoming an essential tool for steering, decision support and forecasting for the sector.



QUARTERLY TREND REPORT ON MICROFINANCE IN MOROCCO

The CMS's "Quarterly Trend Report on Microfinance in Morocco" offers quarterly visibility on the trends of the main indicators of national microfinance activity. It is prepared using figures communicated by the MCAs on the basis of a template provided by the CMS. It is then disseminated to as many sector managers as possible and published on the CMS website.



QUARTERLY "FACTSHEET" TOOL

This is a quarterly tool for monitoring the financial and social performance of a Micro-Finance Institution. It is established on the basis of a simple to use Excel file, composed of data drawn from the financial statements of the MCAs. It calculates the evolution of their main financial and social performance indicators and presents their results in the form of graphs. In the CMS document presenting the "FACTSHEET" tool, the graphical results are accompanied by comments on the sector's financial and social statements.

NEW CMS REPORTING TEMPLATE IN DECEMBER 2018

As part of the consolidation and enhancement of the CMS reporting materials and the quest to simplify and facilitate the tasks of the MCAs in providing the information required in the said materials, the CMS Observatory team visited the MCAs' headquarters in October and November 2018 to hold bilateral meetings that were namely dedicated to discussing the new reporting templates proposed by the CMS: These are the templates merging the "Monthly Dashboard" and the "Quarterly Trends Report" on Microfinance in Morocco, and the lighter template of the "National Microfinance Mapping", which includes 14 essential columns that need to be completed, replacing the 36 initial columns.

The specific objectives pursued during these missions to the MCAs were as follows:

- Agree on suitable reporting templates for both MCAs and the CMS;
- Note their proposals of relevant indicators for the enrichment of the new templates proposed by the CMS;
- Discuss the various issues that arise when they are sent by the MCAs and received by the CMS in order to ensure that they are regular and periodic, and thus avoid anachronism;
- Schedule training sessions for a good use of the National Mapping of the sector.



In December 2018, the new CMS reporting templates were ready to be completed by the MCAs starting in 2019.

Based on the recommendations of the MCAs, the newly merged CMS template includes new relevant indicators, divided into business, resources, risk, write-offs, microinsurance, money transfer and banking indicators, in addition to financial indicators for the quarter.

MONITORING OF PROJECTS SUPPORTED BY THE WORLD BANK'S DEAUVILLE INITIATIVE

The World Bank's Deauville initiative aims at supporting the national microfinance strategy in Morocco with a grant of US\$ 4.9 million.

Within the framework of this initiative, the CMS monitored the following projects in 2018:

- Implementation of phase II of the CMS e-learning project;
- Microfinance financial and social reporting platform in Morocco;
- Study of the scope of Microfinance for its beneficiaries and potential clients.

IMPLEMENTATION OF PHASE II OF THE CMS E-LEARNING PROJECT

At the end of 2017, the e-learning platform of the CMS included:

- 5 Financial Education Training modules for micro-entrepreneurs, which will be available for free in 2018, through the following link on the CMS website: http://www.cm6-microfinance.ma/fr/education-financiere;
- 2 Training modules for MCA employees.

Phase II of the CMS e-learning project went on to enhance the current content with new training modules. It consisted of the following:

- The implementation of an off-the-shelf e-learning catalogue comprising a minimum of 200 hours of training covering 3 main areas: fundamental knowledge, essential soft skills and know-how, with 25% of the modules taught in Arabic;
- The development of 20 tailor-made modules: 15 modules for MCA staff and 5 modules for micro-entrepreneurs, due to difficulties encountered in accessing the CMS e-learning platform.

All the planned modules have been implemented and tested in the CMS e-learning platform. At the end of 2018, the CMS e-learning platform will have 221 cross-cutting modules and 27 tailor-made modules: 10 for micro-entrepreneurs and 17 for MCA employees.



PROJECT FOR A "FINANCIAL AND SOCIAL REPORTING PLATFORM FOR MICROFINANCE IN MOROCCO"

The specifications for this project were drawn up and finalized by a specialized external firm, with the financial support of GIZ (German International Cooperation).

The CMS submitted these specifications to the Ministry of Economy and Finance for the financing of the implementation of the project, within the framework of the World Bank's Deauville Initiative.

Then, the Ministry of Economy and Finance and the CMS jointly developed the project's terms of reference, in accordance with World Bank standards in this field.

The launch of the project's call for tender was carried out in the first quarter of 2019.

It should be noted that the planned platform should be directed, via the centralizing body which is the CMS, to recipients, including mainly the MCAs, FNAM, Bank Al Maghrib and the Ministry of Economy and Finance. It will be an electronic platform for the financial and social reporting of Microfinance in Morocco and its main objective will be to gather and present detailed analyses on the state of the Microfinance sector in Morocco, as well as to warn on the risks of the sector as a whole.

PROJECT CONCERNING THE "STUDY OF THE SCOPE OF MICROFINANCE FOR ITS BENEFICIARIES AND POTENTIAL CLIENTS"

The project relating to the "Study of the scope of Microfinance in Morocco for its beneficiaries and potential clients" falls within the framework of component 2 of the World Bank's DEAUVILLE initiative relating to the "Development of Microfinance in Morocco". This component focuses on "Strengthening Market Infrastructure, Product Innovation and Funding Sources for Microfinance" and includes the launch of a project to study the scope of Microfinance in Morocco for its beneficiary and potential clients.





The call for expressions of interest for the project was already launched in 2016 and 2017, but was unsuccessful in both years.

In October 2018, following a proposal from the Moroccan Ministry of Economy and Finance, the project title should be attractive to candidate providers: it is no longer "Development of tools and implementation of an impact assessment study of Microfinance in Morocco", as it was before, and has become, after consensus: "Study of the scope of Microfinance in Morocco for its beneficiaries and potential clients".

Similarly, the terms of reference of the project have been revised by the CMS, in order to reduce the qualifications required of applicants and thereby facilitate the conditions for the bidding of their services.

The launch of the call for expressions of interest for the redesigned project is scheduled in 2019. It should be noted that the mission of the service provider, who will be in charge of the project, will be focused on two main areas:

- to take stock of all the current instruments used to measure the impact of microfinance and to propose new instruments;
- to carry out an impact assessment study of Microfinance in Morocco on its actual and potential beneficiaries.

SUPPORT FOR RESEARCHERS AND TRAINEES:

As usual, the CMS continued its support for thesis and dissertation projects through interviews, document recommendations and the opening of its library to the many interested students and researchers. Similarly, it continued to support trainees through professional coaching.

CMS PARTICIPATION IN NATIONAL AND INTERNATIONAL EVENTS

As in previous years, in 2018 the CMS participated in conferences, round tables, workshops, etc. in Morocco and abroad. By way of example, the following events are worth mentioning:

- Opening ceremony of the National Forum of Economic Empowerment of Youth in Bouznika;
- International Conference of the International Monetary Fund (IMF) in Marrakech under the theme: "Opportunities for All: Growth, Employment and Inclusion in the Arab World";
- Workshop on "Digital Payments and Financial Inclusion" at the Bank Al-Maghrib Training Center in Rabat;



- 5th edition of the Rendez-vous de Casablanca de l'Assurance under the theme: "Disruptive innovation: challenges and stakes for insurance";
- Workshops on the "Financial Education Program for Entrepreneurs", at the headquarters of the Moroccan Foundation for Financial Education in Casablanca;
- Workshop organized by FNAM & HPS in Rabat on: "Digitalization: What opportunities and challenges for Microfinance organizations?";
- Closing workshop in Rabat of the "Youth at Work Project", implemented since 2012 by the International Labour Office, in partnership with the Ministry of Labor and Professional
- Integration, and with the financial support of World Affairs Canada;
- 3rd Edition of the MOROCCO TODAY FORUM in Casablanca on the theme: "Regional Disparities: Ecosystem for the realization of a harmonious development";
- 1st Summer University for Moroccan companies, organized by the CGEM at the ISCAE in Casablanca, under the theme: "A strong company, a winning Morocco";
- Sanabel 2018 Annual Conference in Amman (Jordan), around the theme: "The transition from sustainable to responsible; our forward vision";
- Scientific program of the 7th national edition of the Fair of Social & Solidarity Economy in Agadir;
- Public meeting at the Centre des TPE Solidaires in Casablanca under the theme: "Entrepreneurial Support: Which Model?";
- Plenary session & workshops of the National Exhibition of the OliveTree in ELATTAOUIA (Province of Kelaat Sraghna);
- 4th edition of the National Conference on Social & Solidarity Economy in Skhirat under the theme: "New strategy of the Social & Solidarity Economy: a future challenge for a sustainable territorial economic development".







The "Communication & Partnerships" division continued to contribute, in 2018, to the implementation of numerous CMS projects in these areas.

This is the case for all matters concerning the supervision and monitoring of all audiovisual work relating to the National Micro-Entrepreneur Prize (PNME). In this regard, it is important to point out that, in addition to the production of video testimonials of the winners and a new CMS institutional film, a second film, tracing a retrospective of the journey of the CMS over the last ten years, has been overseen to be shown, in particular, at the award ceremony of the sixth edition of the PNME.

In addition, and in order to facilitate, to a certain extent, the network and to provide useful information to support the sector, the CMS has continued to disseminate, as the year progressed and throughout the year, its electronic newsletter "Flash Info du Secteur" (Flash Info of the Sector). As such, it published 67 issues of the said newsletter up to year-end 2018.

Similarly, it has continued to update its website, regularly inserting all the data (articles, photos, videos) relating to the various activities carried out by the CMS.

It has also set up an e-mail address to receive opinions, proposals and requests from Internet users concerning the services it provides.

Finally, the "Communication & Partnerships" division is continuing its efforts to maintain the CMS's website, which is undergoing continuous improvement.







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