

Activities Report

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HIS MAJESTY KING MOHAMMED VI, MAY ALLAH ASSIST HIM



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

The Center showcases the interest attached by the Mohammed V Foundation for Solidarity to the populations living in dire circumstances, striving to facilitate their integration into the socio-economic fabric, pursuant to the Foundation's mission statement, making sustainable development a key focus of its strategy.

The Center, created together with microfinance stakeholders in Morocco, strives to support the efforts of Microcredit Associations (MFIs) in promoting their activities through a threefold approach: staff training; MFIs products and services beneficiaries training, marketing support provision and National Microfinance Observatory.

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Preamble

The United Nations has declared 2005 the «International Year of Microcredit ». At a time when financial inclusion is being increasingly demanded, this statement places microfinance at the forefront of the financial system and offers some 2.5 billion people worldwide the opportunity to develop their business, thereby supporting their families, through the creation of booming local economies.

Ten years on, in 2015, Microfinance continues to record steady growth and provide a real guarantee of reliability, fruit of the serious and tireless work carried out by hundreds of Micro-Finance Institutions globally.

Currently, governments throughout the world appreciate the impact of microfinance, introduce favourable legislation, foster investments, open up the sector to foreign capitals and improve control mechanisms to protect customers. The growth of the sector reflects the strong demand for microfinance products which, alongside microcredit, involves other financial services such as micro-insurance, transfers, micro-savings, etc.

In Morocco, the players and operators of the Microfinance sector, mindful of its impact on the economic and social development, are working hard to support it in its missions of poverty fighting and financial, economic and social inclusion of its beneficiaries.

Today, beneficiaries are reaping the positive impact of the ongoing process through more diversification of the products on offer (money transfer, micro-insurance products, electronic payment cards, sight accounts, passbook savings accounts, etc.) and non financial services (financial literacy and training of micro-entrepreneurs, provision of marketing support through regional and national meetings, fairs and exhibitions, etc.).

Thus, in 2015, the sector was able to serve approximately 913,000 active economically-disadvantaged customers, excluded from the traditional financial system, for a total loan outstanding amount estimated at MAD +6.3 billion and a percentage of portfolio at risk above 30 days (PAR > 30d) around 3%.

The combination of micro-credits granted, from the inception of this industry in the country, stands at MAD 55+ billion, directly impacting about 5 million people, in particular women and the youth, who make up the bulk of the target population.

This section of the population is at the heart of the priorities of the Moroccan microfinance sector, making it a « national cause » against the precarious living conditions and the social exclusion, in urban and rural areas.

The achievements made by the sector in 2015 were made possible due to the concerted efforts of several players and stakeholders, including the Mohammed VI Center for supporting Microfinance Solidarity (CMS).

Imbued with convictions and policy guidelines on sustainable development, the Center, launched and/or consolidated a number of significant initiatives in 2015, falling within its field of competence, thereby providing necessary support to MFIs (Microcredit Associations) and their beneficiaries.

In accordance with the directives of its Board of Directors, the Center dedicated most of 2015 to:

- contributing to strengthen operational and managerial skills of the industry's human resources through a rich and relevant training program offered in partnership with renowned national and international actors;
- developing an intensive mentorship program for micro-entrepreneurs, thereby contributing to enhancing their talents and abilities to ensure their activities are better managed and their products and services better marketed.
- launching or pursuing projects relating to sectoral intelligence, and sharing of information, documentation, knowledge and experiences.



Highlights In The Life Of The Industry In 2015

International activities:

- The State of the Microcredit Summit Campaign Report 2015
- The 2015 Microfinance Barometer of the « Convergences 2015 » platform
- The 2014 World Bank Global Findex Report on the world's banked populations.
- The ILO's Impact Insurance Facility's Report 2014
- The 11th edition of the Sanabel Conference in Egypt on: «Progress Towards Financial Inclusion - Global Trends and Regional Initiatives ».
- The Dakar African Microfinance Week.

National activities:

- On 20 June 2015, His Majesty King Mohammed VI may God assist Him, laid in Salé the foundation stone of the Retail Space dedicated to Solidarity-Based Micro-Enterprise.
- Publication in the Official Gazette of the New Banking Legislation extending Bank Al-Maghreb's competence to the approval of microcredit associations, relevant regulation drafting, enforcement of sanctions and claim management process.
- Under the World Bank-led Deauville Initiative, launch of the first sponsored studies; implementation of the « Trade Solidarity Groups » for CMS and of the Study on the Institutional Environment of Microfinance in Morocco by the National Federation of Microcredit Associations (FNAM).
- Publication of « Ending the Microfinance Crisis in Morocco: Acting Early, Acting Right » report by the International Finance Corporation:
- Launch, by CDG Foundation, of a new program supporting innovative income-generating activities projects through microcredit, jointly with the Mohammed VI Center for Supporting Microfinance Solidarity and the Jaïda Fund.
- National Symposium on « the Contribution of Microfinance to Human Development in Morocco: Review and Prospects », at the Faculty of Legal, Economic and Social Sciences of Casablanca.
- The 11th international Microinsurance Conference, under the theme "Driving Growth and Sustainability " in Casablanca brought together 400+ experts from nearly 50 countries. The conference was organized by Munich Re Foundation and the Microinsurance Network, in partnership with the Moroccan Federation of Insurance and Reinsurance Companies (FMSAR) and the Mohammed VI Center for supporting Microfinance solidarity (CMS).



Activities Of The Training Division

In the field of training, the Center has continued in its endeavors to consolidate its position as a platform for support, outreach, assistance and guidance, both to MFIs and their beneficiaries. It has also initiated training sessions for African MFIs (Micro-Finance Institutions).

The achievements of the Training Division in 2015 involved several innovations and saw a rapid development of international partnerships (Smart Campaign, Social Performance Task Force -SPTF-, Training Center for the Banking Profession CFPB–France-, ADA Luxemburg, Agency for International Cooperation and Local Development in the Mediterranean -ACIM-, BRS, Microfact, United Nations Organization for Food & Agriculture – FAO, Frankfurt School.....). It also included other recurrent actions such as the design of sectoral and intra-MFIs training, common core training to the Microcredit industry and various other types of training to micro-entrepreneurs.



TRAINING ENGINEERING:

As in previous years, the Center performed an inter-MFIs engineering training, which served as the basis for the development of its training plan intended for industry staff. For this purpose, a « Training Day » was organized with its partners to validate the 2015 Training Plan. CMS also offered bespoke training sessions for a certain number of MCAs.

TRAINING INITIATIVES:

The Center's Training Program was thorough and diversified, including new value-added training curricula to the entire national industry players: MFIs agents and, more particularly their beneficiaries. Some of the measures undertaken are worthy of mention:

- Linked training certification program in partnership with the Frankfurt School: « Expert in Risk Management » & « Microfinance Experts » cycles;
- Graduating « Microfinance & Development Expertise Master's Degree » cycle through the hosting of the 3rd Promotion of 2014-2016;
- Training on « Microfact and the importance of interpreting outcomes using the 'Fact-sheet' tool ». These training sessions were given in collaboration with ADA Luxembourg and BRS ;
- Training on « Introduction to Social & Financial Performance Universal Principles », jointly with SPTF/FMR
- « Introduction to Principles of Client Protection », in partnership with Smart Campaign/FMR ;
- « Innovation & Product Diversification », in partnership with ADA Luxembourg. This measure will be followed by a diagnosis of some MFIs to identify possible innovative projects which will benefit from the technical and financial support of this international organization ;
- « Rural Finance» Training, in collaboration with Ada Luxembourg and the United Nations Food and Agriculture Organization (FAO) for the operators of the Sector and African MFIs. After this training, a field trip was organized to introduce participating experts to the Moroccan experience model in this area, as part of the « Green Morocco Plan » ;
- Train the Trainer program under the theme « Female Leadership » to encourage women's entrepreneurship, in partnership with the Agency for International Cooperation and Local Development in the Mediterranean (ACIM), the Chamber of Commerce, Industry and Services of Casablanca (CCISC), the Association for Promoting Education and Training Abroad (APEFE) and the International Labor Office (ILO) ;
- « Risk Management », in collaboration with ACCION International ;
- Training of Trainers - credit officers - in partnership with the French Development Agency (AFD) and the Banking Industry Training Center (CFPB). hosted by Côte d'Ivoire (Abidjan); this training program marks the startup of the Professional Certificate in Microfinance (CPMF) development project

- Training in « Micro-insurance », in partnership with ADA Luxemburg & Microinsurance Program Coordinator (MIC). For the 1st time, the training was attended by partners from the insurance sector, such as MAMDA, Wafa Assurance, Zurich Assurance, Axa Assurance,
- Training to a CMS competence on the « Compiler Tool », to implement the operation and performance of a benchmarking project between MFIs and the « Factsheet » outreach tool, as an analysis and interpretation tool of the national microfinance sector's financial & social outcomes.

It is important to stress that 2015 was the year of the international recognition of CMS as a training center capable of supporting the Moroccan microfinance sector in its « Social Performance » implementation and certification and « Protection of Clients » processes. This recognition has culminated in the acceptance of the RMF (Responsible Microfinance Facility)/ SPTF (Social Performance Task Force)/ Smart Campaign triptych application file, to serve as a training center for « Social Performance » and « Protection of Clients » for the national and the Subsaharan region sectors.



In 2015, some 3,591 people from all of Morocco were trained at the center, including 1,455 micro-entrepreneurs and 2,000+ MCA staff. The table below summarizes the activities of the Training Center in 2015:

Overview of per beneficiary CMS training activities in 2015

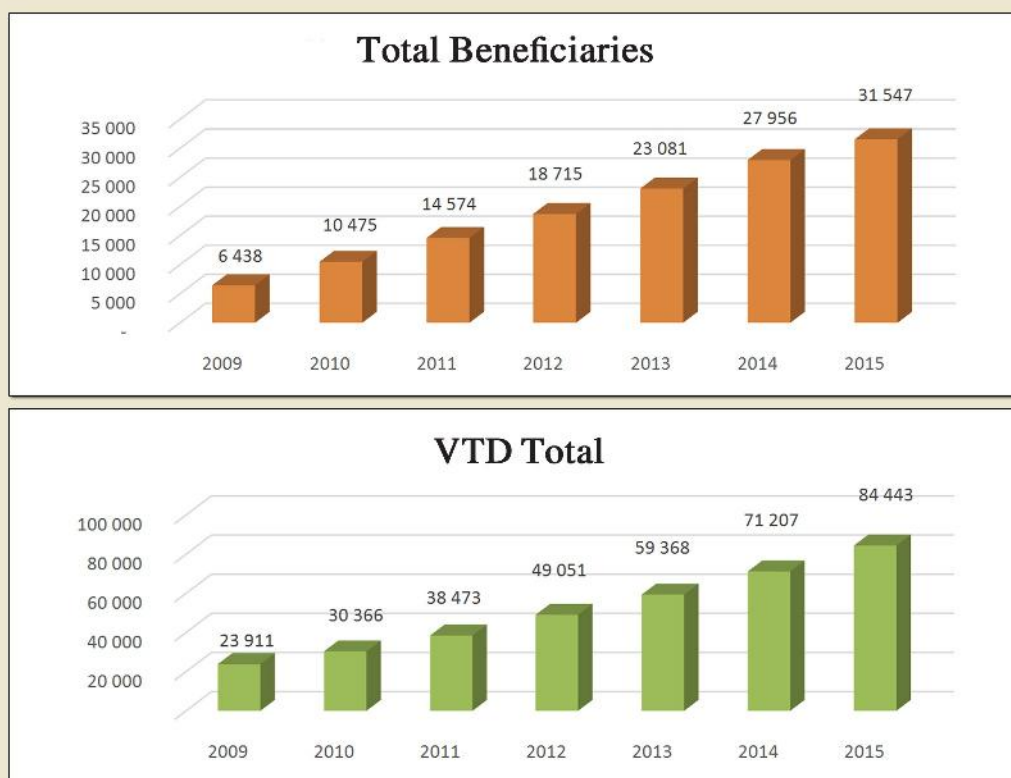
Title	Number of days	Number of rooms	Number of beneficiaries	TSP or NTD*
<i>CMS Specific trainings - Continuing Education- Master's Degree in Micro-finance Expertise & Development - 2013-2015 trainees & 2014-2016 trainees</i>	118	26	325	1.045
	105	24	45	2.379
<i>Frankfurt School LinkdenIn Training Cycle</i>	480	-	7	800
<i>MCA-led meaaures organized by CMS</i>	271	73	1.759	7.557
<i>Training of Micro-Entrepreneurs</i>	5	-	1.455	1.455
Total 2015	979	123	3.591	13.236

* TSP: Training Sessions for Proefessionals (Days of * Number of beneficiaries).

** NTD: Number of Training Days.

As at end 2015, the cumulative number of training recipients at the Training Center rose to 31,547 of cumulative Professional Training (TSP) days, exceeding 84,443 days

The following two graphs chart the development of the training activities provided by CMS during the period 2009-2015:



ENTERED OR RENEWED TRAINING AGREEMENTS:

- CMS/Smart Campaign Agreement to support Moroccan Microcredit Associations and MFIs from the MENA and Sub-Saharan regions in training; implementation, evaluation and certification on Client Protection Principles and Corporate Social Responsibility;
- CMS/CFPB/AFD Agreement to grant credit officers adequate training to obtain the Certificate of Professionalism in Microfinance;
- Agreement entered between CMS/ACIM/ILO/CCISC/APEFE to train the trainers in Female Entrepreneurship ;
- Renewal of the Agreement of CMS/ADA Luxembourg for the training, guidance, consulting and exchange programs of Master's degree graduates;
- Renewal of the CMS/Frankfurt School Agreement to train competent staff of Moroccan MCAs as « Experts in Risk Management » & « Experts in Micro finance »; appointment of CMS as a licensed platform by the Frankfurt School to receive candidates at its examinations at various cycles.



**Activities
Of The Micro-enterprise
Development & Marketing
Support Division**

In 2015, the Center has continued its program geared to provide support and guidance to micro-entrepreneurs wishing to promote their micro-Enterprises' products and services, particularly through the adoption of the following measures:

- Launch of the construction works of the « Solidarity-Based Micro-Enterprise Retail Space » based in salé, and the continuing construction of the one in Casablanca ;
- Increased number of regional microentrepreneurs meetings organized throughout the Kingdom, as well as the offer of training curricula provided to microentrepreneurs ;
- Participation in the National Social Solidarity Economy Fair ;
- Preparation of the Fourth edition of the National of Micro-entrepreneur Awards.



MICRO-ENTREPRENEUR REGIONAL MEETINGS (RRME):

As part of its ongoing policy to support micro-entrepreneurs in their marketing efforts, the Center has organized 7 regional meetings in 2015 at Berrechid, Safi, Meknès, Tiznit, Chefchaouen, Casablanca and Oujda, in collaboration with MFIs, local authorities and various socio-economic operators.

Micro-entrepreneurs attending these meetings were offered free of charge booths and stalls to exhibit their products, along with training sessions by CMS and its partners, on themes such as proximity coaching and business support.

1,590 micro-entrepreneurs attended these meetings... a 23% increase from last year's number of participants.

Summary table of the MERMs in 2015

Dates	Cities	Number of recipients	Main Activities	Gender in %	
				F	M
11 - 15 March	Berrechid	222	<ul style="list-style-type: none"> Traditional and modern sewing Accessories, decoration items Bee-keeping Secondhand trade 	77%	23%
25- 29 March	Safi	187	<ul style="list-style-type: none"> Medicinal plants Capers Accessories, decoration items Pottery and ceramics Traditional and modern sewing 	65%	35%
18 April - 3 May	Meknes (SIAM)	102	<ul style="list-style-type: none"> Bee-keeping Cosmetic products, vegetal oil, olive and argan oil Dates and byproducts Products from rose and derivatives 	55%	45%
Du 10 au 13 juin	Tiznit	209	<ul style="list-style-type: none"> Embroidery Traditional and modern sewing Local produce Accessories and decorations 	60%	40%
Du 10 au 14 juin	Chefchaouen	150	<ul style="list-style-type: none"> Origin-linked products Traditional sewing Craft trades Bee-keeping Ironwork 	45%	55%
8 - 17 October	Casablanca	450	<ul style="list-style-type: none"> Local produce Tourism and catering Traditional sewing Traditional weaving Ceramics and pottery 	47%	53%
17 - 20 December	Oujda	270	<ul style="list-style-type: none"> Embroidery Traditional and modern sewing Accessories and decoration trade 	60%	40%
TOTAL			1,590		

SOLIDARITY-BASED MICRO-ENTERPRISE RETAIL SPACE »

As part of the endeavours to build the capacities of Income-Generating Activities projects owners and initiators, His Majesty King Mohammed VI may God assist Him laid, on Saturday 20 June 2015, the foundation stone of the « Solidarity-Based Micro-Enterprise Retail Space » in Salé.

Stemming from a partnership between the Mohammed V Foundation for Solidarity, the Salé prefectural council and CMS, this retail space will be built on a plot of 10,600 m², representing an investment of MAD 12.7 million.

The objectives of the retail space are twofold: support micro-Enterprises in marketing their products, add value to the marketed products by providing better market access leading to new partnerships. More particularly, the Retail Space will house 88 exhibition stands and a marketing communication and support division.

Recipients will also have the opportunity to attend training sessions in marketing, communication and applicable rules/regulations.

TRAINING OF MICRO-ENTREPRENEURS:

With a total number of 1,315 trainees in 2015, the Center has continued to provide assistance in building micro-entrepreneurs' managerial, behavioural and technical skills.

Micro-entrepreneurs Training Topics

Types of training	Number of participants	Gender		Age bracket
		Females	Males	
Financial Literacy	635	66%	34%	18-75 years
Merchandising and Marketing	180	58%	42%	
Marketing	250	52%	48%	
Customer behaviour	250	60%	40%	
TOTAL		1.315		

For the fourth consecutive year, the « Financial Literacy » training course had the highest turnout from all regions of Morocco.

Micro-entrepreneurs Financial Literacy Program

City	Number of Participants	Gender	
		Females	Males
Casablanca	120	57%	43%
Oujda	120	45%	55%
Safi	65	65%	35%
Berrechid	80	70%	30%
Bouarfa	62	70%	30%
Chefchaouen	89	75%	25%
Tiznit	99	51%	49%
Total		635	

THE STUDY TOUR IN TUNISIA

On 28 April 2015, CMS attended in Tunisia the workshop on financial literacy hosted by the Center of Arab Women for Training and Research (CAWTAR), in cooperation with the World Bank Group and the Microfinance Opportunities (MFO) NGO.

The workshop brought together some 80 participants from NGOs, banks, microfinance institutions, government institutions, international organizations, private sector, donors, experts and journalists from 14 countries. The objective was notably to discuss emerging best practices in the field of financial literacy in the MENA region and learn what key industry players are doing to foster financial inclusion and economic development, more particularly of marginalized groups such as women and young people.

PARTICIPATION OF THE CENTER AT THE NATIONAL SOCIAL AND SOLIDARITY ECONOMY FORUM

Within the framework of the fourth edition of the National Social and Solidarity Economy Forum, hosted by the Casablanca Fairs and Exhibition Center from 8 to 17 October 2015, CMS provided a sales and exhibition space for micro-entrepreneurs benefitting from micro-credits, along with training curricula in Financial Literacy and Female Entrepreneurship for exhibitors.

MECHANISMS IN SUPPORT OF RECIPIENTS OF REGIONAL INCOME-GENERATING ACTIVITIES PROGRAMS:

The mechanism is geared towards the development of entrepreneurship skills of people with Income-Generating Activities (IGAs) projects under the regional sustainable development programs, helping them start and develop their micro-enterprises.

It also seeks to build the capacities of IGA owners and stakeholders in micro-enterprises creation and business plan development, alongside providing guidance and support in the development phases of their micro-enterprises.

CMS introduced this assistance and support mechanism, as a first pilot experiment, in the province of EL HAJEB, in collaboration with the local authorities and the technical advisors with experience in supporting young microentrepreneurs. This experience was subsequently extended to the cities of Oujda, Bouarfa, Chefchaouen and Tiznit.

PROGRAM SUPPORTING INNOVATIVE INCOME-GENERATING ACTIVITIES PROJECTS THROUGH MICROCREDIT:

A partnership agreement was also signed between CMS, the CDG Foundation and the Jaïda Fund aimed at supporting pioneering initiatives in the form of income-generating activities projects proposed by micro-entrepreneurs clients of Microcredit Associations.

This partnership seeks to identify innovative activities combining economic and social performance, and to help micro-entrepreneurs move into a structured VSE. Of the 50 candidates selected, 32 received prizes as well as a subsidy granted by the CDG Foundation.

PARTNERSHIP AGREEMENT WITH KAYMU:

An agreement was signed between the KAYMU online shopping platform and the Center, to create a technical, legal and financial partnership framework between the two parties, and lay down the conditions under which the partners will be collaborating in the future.

KAYMU undertakes to give free thematic training courses to the members and to the micro-entrepreneurs in the sector and to dedicate some space of its online shopping platform to the creation of a customized online store for the Center.

TRACKING MICRO-ENTREPRENEURS DEVELOPMENT: LIFE TESTIMONIALS

As part of the promotion, support and continued stewardship of recipients of microfinance products and services, three prominent micro-entrepreneurs from different areas of activity (bee-keeping, traditional sewing, plant distillation and production of organic cosmetic products) were invited in June 2015 to present their career paths since the start of their activities.

These interviews, which will be renewed in 2016, will serve to showcase and track the evolution of these « success stories » ; they are organized in partnership with the Agency for International Cooperation and Local Development in the Mediterranean (ACIM) and should assist in measuring the impact of microfinance on the quality of life of micro-entrepreneurs.

Preparation of the fourth edition of the National Micro-entrepreneur Award (PNME)

The National Micro-entrepreneur's Award "PNME" is an event organized by the Centre Mohammed VI for Supporting Microfinance Solidarity (CMS), in partnership with the National Federation of Microcredit Associations (FNAM) every year, to pay homage to men and women from different regions of Morocco that have been able to establish an interesting and viable projects through microcredit.

After Skhirat, Casablanca and Tangier, it's the city of Oujda, which was to host on December 17, 2015, the 4th edition of PNME to reward 30 micro-entrepreneurs selected by the jury among the 200 nominees, following several pre-selection phases. The awards ceremony has been postponed due to the death that occurred on December 16th, 2015, of the Councilor of HM the King and Chairwoman of the Board of CMS, Ms. Zoulikha Nasri, that God preserves his soul. However, and despite this unfortunate unpredictable event, the regional meeting of the Micro-entrepreneur of Oujda was maintained and took place from 15 to 19 December 2015.



**Activities
Of The Microfinance
Observatory Division**

Throughout 2015, the CMS Microfinance Observatory launched and pursued several large-scale sectoral projects, consonant with the objective set by the Center's Board of Directors.

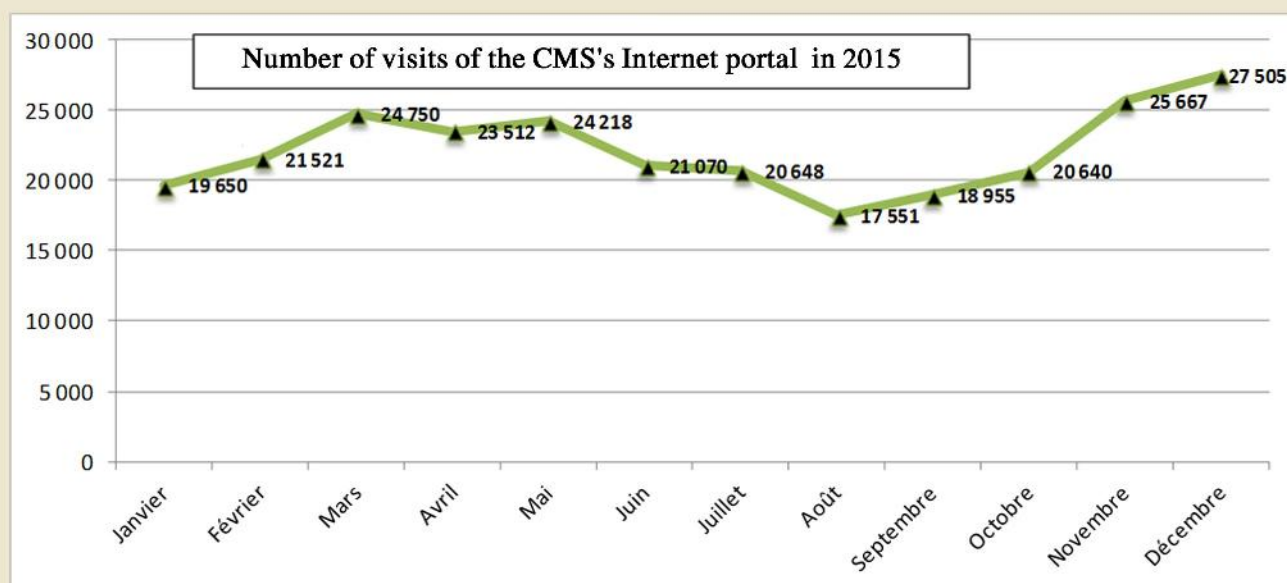
The aim of these actions is to strengthen the role of information, documentation and sectoral intelligence of the the Center's Microfinance Observatory both for MCAs and for the large public, and enhance its reputation amongst microfinance stakeholders and partners at the national and/or regional scale. In this regard, the following achievements may be mentioned by way of illustration:

- Operationalizing the « Factsheet » tool, an instrument for the monitoring of the financial and social performance of a microfinance institution, following a familiarization process.
- Design of « Flash Info », the Center's internal communication magazine, intended to the Moroccan microfinance sector operators.
- Implementation of the actions of the projects supported by the Deauville World Bank-led Initiative.
- Development of the CMS Internet portal and the continued updating of the « National Microfinance Mapping » tool.

EVOLUTION & REFINING OF THE CMS INTERNET PORTAL (WWW.CM6-MICROFINANCE.MA):

Periodic data relating to activities currently carried or to be carried out by the Center are posted in the different sections of its Internet portal.

The number of hits of this portal increased from month to month by 13.4% from 2014, reaching an average number of 22,000+ visits a month, as shown by the graph below:



The Center has developed specifications for the redesign of its web portal, making it more attractive and user-friendly, through the provision of a wide range of microfinance sector relevant information in Morocco. The new version of the Center's web site will go live in 2016.

CONTINUED UPDATING OF THE « NATIONAL MICROFINANCE MAPPING » TOOL SERVICES:

Following the development, by end 2014, of the QlikView software and its GeoQlik mapping extension, the Center has continued the process of updating the « National Microfinance Mapping » tool, so that it can play an active role in professionalizing microfinance in Morocco.

Thus, the following actions were carried out: debugging (troubleshooting), data access security, script (program scenario) improvement, modifying interfaces and creation of a CMS interactive web page, all enabling access to Qlikview.

Furthermore, the «National Microfinance Mapping » tool was complemented every quarter with raw data provided by MCAs, which were further monitored and refined to facilitate their integration, thus allowing to:

- locate their points of sale at the national, regional and local levels;
- know the amounts of the appropriations committed by microcredit agencies, their outstanding loans, portfolios at risk (PAR), number of active clients, number of employed agents, activities financed, etc.

Similarly, the process for the simplification of the handling and operation of this tool was maintained in 2015, allowing users to benefit both from the facility and the availability of access and the practical possibilities of search for the desired data, their analysis and consolidation.

It must also be reminded that access to the « National Microfinance Mapping » can be done in one of the following two possibilities:

- Members' access (<http://81.192.192.70:4790/qlikview/index.htm>).

QUARTERLY REVIEW ANALYZING THE MAIN TRENDS OF THE SECTOR & OPERATIONALIZATION OF THE « FACTSHEET » TOOL:

The « Quarterly Review analyzing the main trends of the sector » is a CMS-specific production dedicated to Moroccan microfinance industry operators and players. This document, sent quarterly to all MCS managers and regularly accessible on the Center's Internet site, is of particular interest for the analysis, monitoring and management of MFIs.

The « Quarterly Review analyzing the main trends of the sector » of CMS for Q2 of 2015, was sent to all industry players with a new layout.

Moreover, the Center has initiated a familiarization session with the « Factsheet » tool by offering relevant trainings intended to enhance the knowledge of numerical data of the sector. The « Factsheet » tool went live in the last quarter of 2015, and is now being used by micro-finance institutions to continuously monitor their financial and social performance.

Highly user-friendly, based on data extraced from the institution's financial statements, the MFI Factsheet calculates the evolution of the main performance indicators and presents the results in the form of graphs. It can be used for financial reporting purposes, but also as a management instrument.

« FLASH INFO », THE INTERNAL COMMUNICATIONS MAGAZINE OF CMS:

As part of the Moroccan microfinance industry's desire to strengthen its internal communication, the Center launched in May 2015 « Flash Info », its internal communications magazine dedicated to all industry players.

This magazine seeks to disseminate industry-relevant information quickly and efficiently, hence the name « Flash Info », in real time, according to the amount and pressing nature of the information collected from all industry players.

The Center regularly places « Flash Info » on its Internet site, which will be reaching its twentieth or so issue by end of 2015.

« FLASH BACK », THE WEEKLY ELECTRONIC JOURNAL OF CMS:

As in past years, the Center has continued to develop, disseminate and post its « Flash Back » weekly electronic journal on its Internet portal. The journal posts selected extracts from press articles, studies and reports, along with their Internet links.

In 2015, the Center devised a new layout of « Flash Back ». It has also designed, disseminated and put online more than 130 journal issues.

IMPLEMENTATION OF ACTIVITIES FOR THE PROJECTS SUPPORTED BY THE WORLD BANK DEAUVILLE INITIATIVE:

The World Bank-led Deauville partnership supports the national microfinance strategy in Morocco through 2022 through a grant of US 4.9 million.

In this context, the Center participated in the Steering Committee and the working group meetings of the « Trade Solidarity Groups » study project conducted by a research firm.

It also contributed to the terms of reference design process and to the individual and consensual evaluations of the technical and financial offers submitted by bidders for projects such as « e-Learning », « Study of the sector's potential » and « Development of tools and conducting the study on the evaluation of the impact of microfinance in Morocco ».

ORGANIZATION OF THEMATIC MEETINGS FOR INDUSTRY PROFESSIONALS:

Of all the thematic meetings for industry professionals hosted by the Center, the following are worthy of mention:

- The « Desining a strategy for the development of micro-insurance in Morocco » workshop, held in partnership with the International Labor Office (ILO), the National Federation of Microcredit Associations (FNAM) and the Moroccan Federation of Insurance and Reinsurance Companies (FMSAR).
- The « Corporate Social Responsibility and Protection of clients » panel discussion, in partnership with FNAM.
- The panel discussion on « MFIs social Performance - Towards A Microfinance based on more Solidarity for Beneficiaries », held on the sidelines of the 4th edition of the National Micro-Entrepreneur Award held in Oujda on 17 December 2015.



ACTIVE PARTICIPATIONS BY CMS TO CONFERENCES, PANEL DISCUSSIONS, WORKSHOPS, ETC:

The Center has also actively participated in conferences, panel discussions, workshops, etc., some of the most salient of which are:

- The National Symposium on the « Contribution of Microfinance to Human Development in Morocco: Review and Prospects », organized in Casablanca on 20 March 2015 by the Faculty of Legal, Economic and Social Sciences of Casablanca.
- The Workshop on « The mobile phone: leveraging development of micro-insurance in Africa » during the Casablanca Insurance Meeting Forum on 15-16 April 2015.
- The panel «Impacts of Cooperation and Partnership Programs and Projects on the Development of Social Solidarity Economy in Morocco » of the National Social and Solidarity Economy Forum, 8-17 October 2015 at the Casablanca Fairs and Exhibitions Center organized by the Division of Social and Fair Trade of the Ministry of Handicrafts.
- The different meetings of the « Communication and Public Relations Commission » with FNAM and market players.
- The meetings of the Steering Committee of the Med Lab Entrepreneurship Forum with Fondation du Jeune Entrepreneur and industry players.

CONSOLIDATION OF THE DOCUMENTARY DATABASE & SUPPORT OF RESEARCHERS AND TRAINEES:

The Center enriched its documentary database by purchasing books and subscribing to specialized journals and magazines on microfinance and other thematic of interest to the sector.

The Center continued to support several theses and final dissertation projects with interviews, recommended documents and available CMS library documents to the largest number of students and university researchers.

It has also enabled several Microfinance Masters and doctoral degree students to receive professional guidance and benefit from internships with industry operators, in addition to the use of the documents available at the Center's library, which continue to grow year on year.

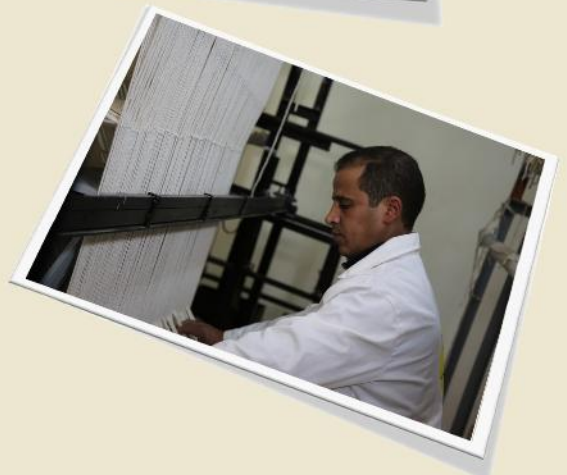


Public Relations

The Centre has intensified its involvement in the national Microfinance sector and its collaboration with various actors to support and promote it.

It has also developed contacts with regional and international organizations during the visit of their representatives to the offices of the Centre or in the context of national and international events. The objective is to increase the popularity of the Centre and its influence, and expand its network of partners that can participate in the development of Microfinance in Morocco.









مركز محمد السادس للتشجيع على المبادرة القارية
C.M.S. CENTRE MOHAMED VI POUR LE DÉVELOPPEMENT DE LA MICROFINANCE SOCIALE

الجمعية المغربية للتشجيع على المبادرة القارية
AM Association Marocaine de Développement de la Microfinance

الجائزة الوطنية لأصحاب المشاريع الصغرى

Prix National du Micro-Entrepreneur

Tanger - 9 Décembre 2014

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Centre Mohammed VI de Soutien à la Microfinance Solidaire

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