

# Mentoring Newsletter



جمعية شبكة النساء الرائدات  
*Réseau de Femmes pour le Mentoring/Networking*  
*Moroccan Women Mentoring/Networking*  
Concept Innovateur et Pionnier au Maroc

Mentoring Newsletter N° 4 / March - June 2012

## Our Upcoming events

- **October 6<sup>th</sup>, 2012**  
Advanced training session on Mentoring and Networking for mentors and mentees
- **October 20<sup>th</sup>, 2012**  
Celebration of the National Day of Women and the second anniversary of the Network MWM.
- **November 24<sup>th</sup> and 25<sup>th</sup>, 2012 in Rabat**  
The 2<sup>nd</sup> International Forum for Mentoring / Networking.

Congratulations to the Caravan commission for the  
**“ 2<sup>nd</sup> Rural Caravan for Women Mentoring ”**  
in the Agadir Souss-Massa-Draa region

We are very thankful to our members  
Manal, Hayat, Fatema, Hafida, Khadija and Ilham  
for their dynamism and self-sacrifice!  
and to our partners for their trust!

We thank warmly all members of the  
Communication committee for their great  
contribution into this newsletter



By Ilham ZHIRI



## Advanced training in mentoring for MWM members by our partner KVINFO - May 14<sup>th</sup>- 16<sup>th</sup>, 2012

The Danish Centre for Information on Women and Gender (KVINFO) has developed a mentoring program designed to empower women socially and economically .

From this perspective, it organized from May 14<sup>th</sup> to May 16<sup>th</sup> - at the Coaching Center (CCC) in Copenhagen, Denmark - a thorough training in which eight women from the Network of Women for Mentoring / Networking (WMW) and the Association of Moroccan Women Entrepreneurs (AFEM) took part. This was under the direction of our Training Commission in addition to other committee leaders.

The success of that center resides in the international dimension of its

mentoring program resulting from considerable research and know-how



with a practical approach to design all the training steps.

The aim of this training is to expose participants to different types of mentoring and equip them with

the adequate tools for successful recruitment and matching as well as explaining the different components of the Mentor / Mentee relationship and the mentoring phases that need to be gone through.

This program allowed Mentees to benefit from all the professional experience provided and several practical exercises took place addressing different issues for the benefit of the participants' knowledge.

Overall, this training was a rewarding experience and the Commission is planning to establish a schedule of handover dates for further trainings to mentors and mentees.

## Awareness day on Female Mentoring University Mohamed V Souissi - Rabat, May 24<sup>th</sup> 2012

As part of its program to disseminate and expand the process of Mentoring / Networking, the Network organized an awareness day on « Female Mentoring / Networking » for university students from the University Mohamed V in Rabat.

Overseen by the Training Commission and led by 11 members of WMW, this day was instructive and profitable especially thanks to the network members who presented testimonies from their experiences as Mentors or Mentees ; It allowed participants to have better visibility into the real and tangible benefits that can be brought by this innovative approach, especially that the majority are senior students in their final year of studies and thus aspire for both professional and personal autonomy and for better employability.

An application process took place as well as a presentation of a group of leading mentor women who contributed to the positive involvement of female students in this university-dedicated program.

We thank Ms. Aicha BOUHJAR, a very active member, the Delegate of the partnership committee and the volunteer project manager of youth female mentoring for her dedication, her engagement and her dynamism in organizing this day and managing the whole process since the signed tri-party' agreement.



▶ Voir Video 24 Mai : <http://youtu.be/W4-MvUwfd2Y>





**Chadia Bennis**

## COMMISSION

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## NETWORKING

### Personal developpement day Casablanca, June 16<sup>th</sup>, 2012

As part of the diverse activities it organises, the networking commission organized a day of hypnosis in Casablanca June 16<sup>th</sup>, 2012, with the participation of over 15 members.

This day was offered by Rachida Serghini, a wonderful contribution that was behind the excellent result of relaxation and wellbeing.



**Loubna Benabdellah**

## COMMISSION

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## FOLLOW UP AND EVALUATION

### 2<sup>nd</sup> Evaluation day for mentors and mentees

IRCAM - Rabat - June 30<sup>th</sup>, 2012

In order to ensure the sustainability and the effectiveness of the Mentors / Mentees tandems, MWM organized a meeting led by the Follow Up and Evaluation Committee, during which it assessed the good operation of these tandems. Several mentors and mentees shared their experiences with testimonies for the main objective of improving the monitoring process between mentors and mentees. To ensure that, many suggestions were collected including pre-Mentoring meetings, the tandem diary and the creation of a special sub-commission dedicated to Tandems, as a vehicle of success for these matchings; with ongoing monitoring throughout the process.

At the end of the busy day, the Mentors and Mentees received their diplomas, closing a nine months Mentoring relationship.

The potential tandems will be matched according to educational aspirations, professional and personal objectives.

#### Some numbers from the Tandems'evaluation survey:

- 15 women have expressed their desire to remain/become a Mentor in the upcoming Tandems (an increase of 50% over the previous year);
- 100% were satisfied with the mentoring relationship;
- 85 % were satisfied with the follow-up process.



**COMMISSION****PARTNERSHIP****Participation in the conference MENA / KVINFO in Copenhagen****April 17<sup>th</sup> - 19<sup>th</sup> 2012**

The Partnership commission along with the board of Women's Network for Mentoring / Networking, namely Wafaa CHAFI, Chadia BENNIS and Ilham ZHIRI, attended the MENA / KVINFO conference held in Copenhagen from April 17<sup>th</sup> to April 19<sup>th</sup> 2012, during which they presented the association to a wide audience of over 100 participants from the MENA region, including a Yemenite Nobel Price Tawakul Karman.

Following this activity, it has been decided to create a partnership with BDC and strengthen the ties with KVINFO during the current year.

Many other meetings were held by Mrs Aicha Bouhjar, the delegate responsible, who manages the commission and contributes with dynamism and efficiency. Thank you Aicha!

**Invitation of Mrs. Wafa CHAFI by Mediter network****May 8<sup>th</sup> 2012**

On May 8<sup>th</sup>, our VP Mrs Wafa CHAFI, was invited by Mediter network to attend the first General Assembly that took place in Brussels. Then, she was invited to conclude the public debate that was held in the European Parliament.

She also presented MWM and strategy and «Mediter» accepted the membership of our association MWM to be part of this Mediterranean Network of NGOs. We are glad and we congratulate wafaa for her lobbying efforts!

**Participation at the luxurious summit in Marrakech****May 30<sup>th</sup>, 2012**

Members of MWM, namely Hayat SAIDI, Manal El ATTIR and Ilham ZHIRI honored their invitation by the Goldman Sachs Foundation to participate in the luxe Summit held in Marrakech on May 30<sup>th</sup>, 2012. This day was marked by great networking opportunities. Our president presented the MWM association, allowing us to build further cooperation with both the Goldman Sachs Foundation and the Tory BURCH foundation.



This photo in the presence of Tory Burch and Dina Powell



## “ Afous gh Ufus”

### 2<sup>nd</sup> Awareness Mentoring / Networking Caravan benefiting rural women

Sub-region Massa-Draa (Agadir, Tiznit-Taфраout), April 27<sup>th</sup> to May 1<sup>st</sup>, 2012

The second rural Caravan is an extension to the success of various events organized by MWM, converting all towards the common vision of empowering women professionally and personally.

After the success of its first edition in the Skhirat-Temara-Ain Atiq region, the second awareness Caravan for Mentoring / Networking has moved to the south of Souss-Massa-Draa including Agadir, Tiznit and Taфраout. It lasted from April 27<sup>th</sup> to May 1<sup>st</sup>, 2012, with over 500 hours of preparation, targeting 240 women in this rural areas.

This second major Caravan aimed at educating the rural women to the concept of Mentoring / Networking, and equipping them with the adequate tools for better marketing of the products they produce within cooperatives.



#### Activities of the Caravan:

Two activities were scheduled. First, a training that meets the first objective of creating awareness and capacity building of rural women. This was held on the 27<sup>th</sup> and 28<sup>th</sup> of April at the headquarters of Agadir's Prefecture. The training was provided by five instructors and a translator and was structured around five workshops facilitated by experts in diverse fields.

#### Training outcomes:

After two days, several experts among stakeholders committed to support and assist the cooperatives, in products' marketing, financials, certification processes and so on.

The training has achieved the objectives set and the best indicator of its success was the expression with which women have called the second targeted Caravan “Afous Gh Ufus” meaning hand in hand, which reflects well the spirit of Mentoring / Networking.

Then, the second activity was to visit the Caravan cooperatives and create a network of contacts for support and experiences sharing. The field visits lasted three days from April 29<sup>th</sup> to May 1<sup>st</sup> 2012, targeting five cooperatives: 2 in Tiznit, 2



in Taфраout and 1 in Anzi, with the aim of disseminating and implementing the values of the MWM Network.

#### Results of visits:

The challenge was to bring these competing cooperatives all together to support each other and better manage their conflicts of interest to achieve an optimal commercialization of the local products.

The Network also aimed at providing support through the Mentoring / Networking to allow the exposition of their products in national trade fairs and allow permanent access to marketing platforms.



#### Feedback from beneficiaries:

Attendance and participation have demonstrated the significant contribution of this caravan which was able to meet the real needs and interests of the local population.



## Our partners and sponsors:

We are very thankful to the CDG foundation, the BP foundation, VISA, Le Maroquin, the Wilaya of Agadir Souss Massa Daraa, The Province of Agadir, the Governor of Tiznit and the Commune of Tafraout, whose contribution was a massive boost in the MWM achievements.

To conclude, the second «Caravan for Awareness on Mentoring / Networking» for the benefit of rural women was really a rewarding experience for the beneficiaries, the Network members and the associated partners, all sharing the same spirit that reflects well the vision of the WMW.





# Presentation of the post-caravan marketing strategy for Local Products

Anfa Palace Hotel, June 14<sup>th</sup>, 2012

Under the supervision of the Caravan Committee and in the presence of 30 guests and more than 14 partners, the presentation of the post-caravan strategy for marketing local products has been a great occasion for introducing the network, showing its harmony with the various organizations in terms of objectives, presenting the concept of mentoring, the rural caravan and the marketing strategy for supporting women.

Explanations were given, in terms of actions toward cooperatives, the selection criteria for beneficiaries, the process followed for the development of local products as well as the human and financial resources needed. In this presentation, the partners were keen to expose the policies of their organizations and programs established for the benefit of cooperatives aiming at the marketing of local products, namely the opening of solidarity stores in some areas of the country, the establishment of cooperatives stands at airports and the development of a guide for small rural producers. In addition to the existence of a division dedicated to local products within the ministry concerned, many other plans

were put into action in this sense, as the creation of the ADA, the sale of products in proximity shops, supermarkets, with the possibility of exporting. Importance of the e-commerce site to reach potential customers in big cities was also highlighted, in addition to the need for funding and certifications for beneficiaries.

Partners showed great enthusiasm in supporting the MWM members in different ways for promoting rural women and improving their working conditions through literacy, micro-finance training and professional education.

## Big thanks to our partners who support us!







▶ Watch video of the caravan  
<http://www.youtube.com/watch?v=01oq2ILOyhM>  
<http://www.youtube.com/watch?v=EfC-3zXVqcY>

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