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SKiM PROJECT NEWSLETTER

Strengthening Knowledge Management
for Greater Development Effectiveness

DEDICATED
NEWSLETTER

Morocco Country
Source Book

Best Practices and
Innovations in
Knowledge
Management assets,
tools and approaches

Edited by Pr. Ait El Kadi Kenza & Dr. Zebakh Sanaa

The Country Source Book was developed in preparations for the Learning Route (LR) event in Morocco. The previous two LR events were organized in [Moldova](#) and [Sudan](#).

The main objective of the Learning Route is to promote south-south knowledge sharing, best practices and activities to support employment and entrepreneurship in agriculture and research.

The country source book introduces six case studies, selected to represent national knowledge management best practices related to the SKiM project thematic areas:

- ☑ Natural Resource Management and climate resilience
- ☑ Innovative agriculture technologies
- ☑ Women and youth support in agriculture business
- ☑ Institutional Knowledge Management

The Moroccan partners participating and documenting the MLR case studies are part of the national Community of Practice on KM initiated through SKiM and constitute a multi-stakeholder innovation platform bridging on diverse expertise and research directions:



معهد الحسن الثاني للزراعة والبيطرة
INSTITUT AGRONOMIQUE ET VÉTÉRINAIRE HASSAN II

[Institut Agronomique et Vétérinaire Hassan-II](#)

IAV Hassan II is an institution of higher education and executive training as a polytechnic center of multidisciplinary expertise in the fields of agriculture, including agronomy, horticulture, veterinary medicine, surveying, rural engineering, and food industry.



[Ecole Nationale d'Agriculture de Meknès](#) (ENA Meknès)

Moroccan public institution of higher agronomic education that contributes to scientific research and agricultural and rural development through studies and projects carried out within the framework of the competence themes of ENA Meknès teacher-researchers with internal or external funding and national or international public or private collaborations and partnerships. It has several laboratories and an experimental farm of 60 ha allowing it to carry out various training and research activities.



[Office National du Conseil Agricole](#) (ONCA)

The National Agricultural Advisory Office is responsible for steering, coordinating, and monitoring the implementation of the agricultural advisory strategy at the national level as well as implementing the government's agricultural advisory policy.



[Institut National de la Recherche Agronomique](#)
(INRA Morocco)

The National Institute of Agricultural Research's "INRA Morocco" mission is to undertake agricultural development research. INRA's research projects are defined with the participation of partners, clients, and regional prescribers. They are conducted within thirty research units hosted by the Regional Centers. They are supervised at the central level by ten scientific departments with a disciplinary vocation.



[APiculture Agriculture \(APIA\)](#)

APIA was founded in 1998 as a family business specializing in honey production. Today, APIA is a cosmetics company with 14 stores in Morocco and a broad product range of food products.

APIA future strategy aims at involving more farmers to our cooperative and launching new product brand entitled local products.

[Berry-Nova farm](#)

The establishment of the farm dates back to 2018 when three friends decided to start a berries farm in the region of Larache. Over three years of activity, we produced more than 400 tons of high nutritional berries exported to European markets.



[Mohammed VI Polytechnic University \(UM6P\)](#)

UM6P is a non-profit private university with its main campus located in the 1000 hectares of Ben Guerir "Green City" near Marrakesh, a major urban development project to create a model city of sustainability. UM6P's entrepreneurial learning is embedded through the existing master programs and the launch of new ones dedicated exclusively to agribusiness, which benefits from shared infrastructure and resources and expertise.



[Menara Cluster](#)

The MENARA cluster is a Moroccan professional association specialized in the luxury industry agri-food and cosmetics. It has around a hundred members between industries, research centers applied, universities and state institutions. The Menara Cluster is labeled by the Ministry of Industry as part of its support program for the creation and development of industrial clusters

CASE STUDY 1:

Institutional arrangements in knowledge management for Moroccan agricultural sector

Authors: Sanaa Zebakh, MESRI; Sanaa.zebakh@yahoo.com
Ait El Kadi Kenza, IAV Hassan II
Zidane Lamdaghi, IAV Hassan II

The case study describes knowledge management process in agriculture, collaboration between different entities as well as current challenges faced by agricultural institutions in Morocco.

KM at higher education and research institutions:

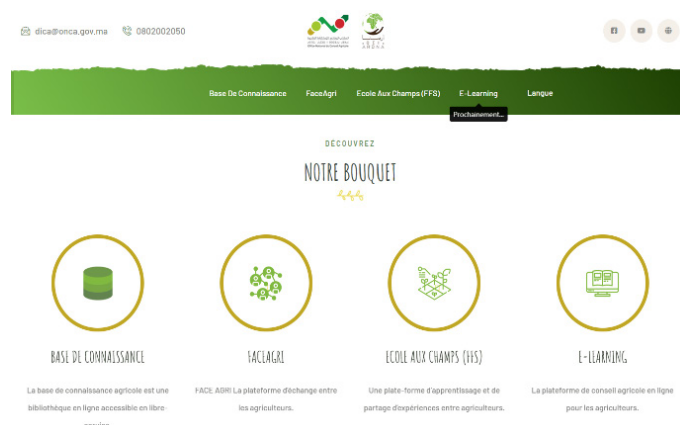
All the institutions have extensive experience in knowledge creation by means of different activities: joint doctoral programs, publications in scientific papers and journals, direct cooperation with farmers and enterprises.

This heritage allows hundreds of researchers and PhD students both in and outside Morocco to generate up-to date knowledge products, farmers to receive technical guidance for developing their own projects.

The institutions share their strategy and tools to ensure organized process of knowledge capitalization and further dissemination.

Some facts at a glance:

- ✓ The national agricultural documentation center of IAV Hassan II offers over 9000 theses (3 000 thesis on internal platform, around 20 000 Training reports, and more than 70 Books edited by IAV Hassan II). Online access to several international databases such as AGORA is also available. An Integrated Library Management System (ILMS) help keep track of IAV Hassan II documents inventory and loans. Moreover, IAV Hassan II is implementing a production center for e-learning and multimedia tutorials.
- ✓ ENAM hosts a training and support center for rural development, aiming to produce audiovisual media on educational materials and new innovations.
- ✓ The ONCA provides farmers and agricultural advisors with a set of technical and economic information documents for each sector and for each of the country's regions (paper and online); ARDNA platform; Interactive platforms: "knowledge base" and "face agri"; Online trainings on the platform to 650 agricultural advisors.



[Click here](#) to read more.

CASE STUDY 2: Successful Operation of APIA, A National Company for the Promotion of Local Products: Notably Honey and Cosmetics products

Authors: Mohssine El Hassania, IAV Hassan II; h.mohssine@gmail.com
Daoudi Mehdi, APIA
Daoudi Abdelilah, APIA

The study is dedicated to the success story of a national company that started 25 years ago as a local shop. Nowadays [APIA](#) is a cosmetics company that invests in food and therapeutic supplements constantly expanding its business with the focus to exceptional quality of products, small farmers and community support, capacity building via different practical trainings for beekeepers and farmers, scientific research and innovation.

Key success factors:

- ✔ **Branding and Consumer trust:** Over 20 years of successful performance allowed to build consumers loyalty, increase brand awareness and establish constant communication with consumers.
- ✔ **Industrialization and ISO Certification for products:** All APIA products are approved for exports according to FDA and ISO
- ✔ **Sales network expansion:** APIA opened 14 stores located in the main Moroccan cities.
- ✔ **New markets diversification:** APIA launched ecotourism and catering activities opening the restaurant in Ouazzane region. More projects to be implemented soon.
- ✔ **Local economy promotion:** involving more farmers to our cooperative and launching new product brand entitled.



[Click here](#) to read more.

CASE STUDY 3: Bridging the gaps between academic research and practical farming

Authors: Abouabdillah Aziz, ENA of Meknes; aziz.abouabdillah@gmail.com

El Midaoui Kenza, BerryNOVA

El Amrani Mohammed, ENA of Meknes

Aboudrare Abdellah, ENA of Meknes

The case study tells the story of Berry-Nova farm specializing in the production of high-quality raspberries and strawberries.

Their successful experience is based on good quality, hard work, healthy work climate and innovations. The achievements are notable: 9650 hectares of total cultivated area in 2020/21, more than 400 tons of high nutritional berries were exported to European markets over 3 years.

This achievement is the result of a well-planned and implemented activities:

On the agronomic level:

- ☑ sustainable and rational fertilization
- ☑ pest management practices to preserve farm's ecosystem
- ☑ production technology improvement
- ☑ fertilization, irrigation, and disease management trials

On the knowledge management:

- ☑ System integration to collect and document every operation executed on the farm
- ☑ Participation in the network of farmers to share organization insights, best practices and challenges
- ☑ Digital farming by using new smartphone apps for storage management, labour management and irrigation scheduling



[Click here](#) to read more.

CASE STUDY 4: Genetic Resources Management Strategy for Sustainable Agricultural Development in Morocco

Authors: Otman Sebbata, INRA; otman.sebbata@inra.ma
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It is not a secret that Biodiversity is essential to the well-being of life on earth and to the proper functioning of the ecosystems. The current case study describes Moroccan experience in conservation and management of Plant Genetic Resources (PGR) adding its valuable contribution to the [FAO Global Plan of Action for Plant Genetic Resources for Food and Agriculture](#).

The new Genebank is supported mainly by public fund and some collaborative projects with IPFRI and CGIAR.

The expected outputs are the following:

- ☑ to promote the exchange of PGR, information sharing of relevant data between holders and users at national and international levels;
- ☑ to set the conceptual bases for the development and adoption of national policies and legislation, as appropriate, for the conservation and sustainable use of PGA;
- ☑ to strengthen national programs including research, education and training

In July 2020 INRA launched the construction of the new National Centre for Genetic Resources (CNRG). This new Centre, with the storage capacity of 200,000 accessions, will ensure the preservation of a copy of existing accessions, including animal genetic resources and micro-organisms.

INRA experts also ensured integration of several Management Information System tools to share Genebank information with national and international for scientists and decision makers.



[Click here](#) to read more.

CASE STUDY 5: Community Engagement and Entrepreneurship in agriculture: Scaling up a sustainable ecosystem

Authors: Dahbani Ahmed, UM6P, dahbani24@gmail.com
Soulaïmani Adnane, UM6P

Food security still remains a challenge for the whole African Continent. To respond to this challenge significant modifications are needed for changing the entrepreneurial mindset and more consistent application of existing innovations and tools.

The main actor of this case study is [Mohammed VI Polytechnic University](#) (UM6P) that incorporates entrepreneurial learning via existing master programs and the launch of new ones dedicated exclusively to agribusiness.

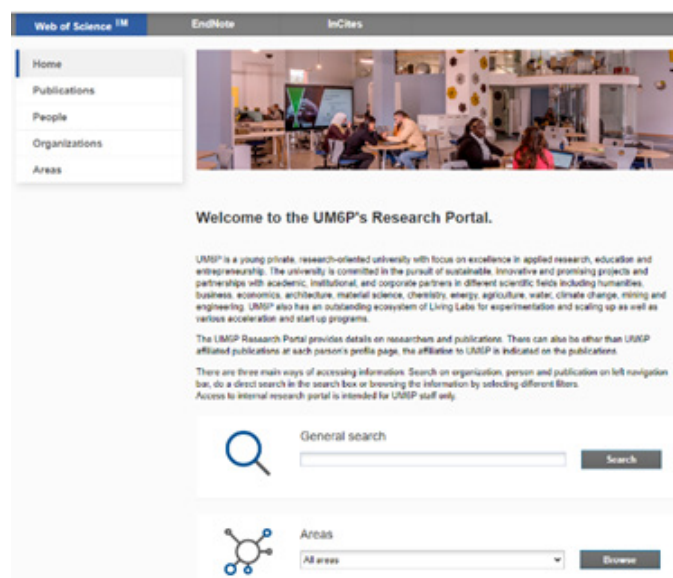
The UM6P native startups' ecosystem reflects the pluri-disciplinary scientific & technological curricula of the schools linked to the university, the laboratory facilities, the platforms, the research capacities, and the global network.

The UM6P ecosystem represents the pipeline of knowledge/ideas for incubation and speeding up the transition from lab to market.

The full range of programs (Explorer, U-Founders, Agri-FoodTech Incubator and others) includes the specific needs of the startup life cycle from ideation to scaling up stage.

Main beneficiaries:

- ✓ Rural communities
- ✓ Students, Entrepreneurs, Innovators & Intrapreneurs
- ✓ Researchers
- ✓ Institutions & Corporations



[Click here](#) to read more.

CASE STUDY 6: Development of the value chain of the aromatic and medicinal plants in the Marrakech-Safi region

Author: Filali Kaoutar, Cluster Menara, k.filali87@gmail.com

*The **MENARA cluster** is professional association in Morocco focused on the luxury component of agri-food and cosmetics. It includes nearly a hundred members from the industries, research centers applied, universities and state institutions.*

The rich network allows MENARA Cluster to generate new partnerships with different types of national and international structures.

This advantage allows:

- ☑ to strengthen the capacity for innovation for all the stakeholders of the Moroccan cosmetics and agri-food ecosystem.
- ☑ to promote good practices, synergies and the performance of companies
- ☑ to support collaboration for the development of innovative products, processes and technologies.
- ☑ to facilitate recruitment and incubation of start-ups, researchers, companies and international investors.
- ☑ to support innovation and R&D activities by capitalizing in particular on the City of Innovation in Marrakech (e.g., development of collaborative projects, support for innovative start-ups, etc.).



Projets



Participation du Cluster Menara au salon Cosmetic 360



Extrait des algues pour la dermo-cosmétique



1er Colloque International Valorisation des Plantes Arom...



Partenariat INTRA Marrakech et Cartier Saâda



Partenariat Laboratoire HEF LAB



Partenariat MASCIIR



Partenariat Forum FSTG Marrakech Entreprises



Partenariat Maroc - Burkina Faso



Une délégation hongroise d'hommes d'affaires ...



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