Capacity building training on social media and their importance in commercializing local products for local cooperatives in the Azilal region

Organized by: MBLA / GDF team

From 04 to 05 Mars 2021, Location: Bin El Ouidane.

With the support of:
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Acknowledgements

We would like to thank all cooperatives in Azilal region (Cooperative Manahil Al maghrib, Cooperative Agricole Feminine Taytmatine, Cooperative Agricole Amagar, Cooperative Nisae Aska and Cooperative Feminine Yamna) for their enthusiasm and interest during both workshops in Bin El Ouidane, and the local authorities for their collaboration in the organization of both events. We are particularly grateful to the Darwin Initiative and the MAVA Foundation and for their generous support of this event.

Introduction

It is obvious that COVID-19 has strongly impacted the activity of cooperatives across Morocco, particularly in the High Atlas, which is characterized by its diversity in terms of local products (honey, almonds, walnuts, saffron, aromatic and medicinal plants, etc.), hence the need to find solutions for the sustainability of the units that create income for the local population. Social media plays an important role, along with online marketing of local products, which is the objective of this project.

The project entitled “Online local product commercialization, marketing and promotion sustains biodiversity-friendly livelihoods” aims to help cooperatives and rural businesses in key biodiversity areas of the High Atlas market their cosmetics, crafts, and culinary products through online approaches which are adapted to the pandemic and shorten market chains, promoting local direct sales. Social media campaigns that raise awareness of the value of buying
local biodiversity-friendly products and supporting community livelihoods complement websites developed using open-source software. The cooperative members will become familiar with social media and website management. Additionally, stockpiles of local products will diminish, avoiding losses due to spoilage.

Through this project, local communities will come to represent their own cultural products, and people who are stewards of biodiversity of the High Atlas will receive direct benefits that sustain their livelihoods. In the short-term, five rural cooperatives will be provided e-commerce websites that will achieve greater visibility and demand for their local products, leading to higher revenue and helping them recover from the economic losses caused by the COVID-19 pandemic. In the long-term, members of these cooperatives will become proficient in the use of social media platforms and websites, boosting their revenue while becoming more resilient to economic, public health, and social challenges. An increase in payment services provider options will lower costs of e-commerce, resulting in increased trust in the reliability of goods and services delivered.

Accordingly, as part of the capacity building program for the local cooperatives in Azilal region (Table 1), the MBLA / GDF team organized training on social media and their importance in the commercialization of local products.

**Table 1. Cooperative list follows social media training.**

<table>
<thead>
<tr>
<th>Cooperative</th>
<th>Locality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooperative Manahil Al maghrib</td>
<td>Foum Jemaa, Azilal</td>
</tr>
<tr>
<td>Cooperative Agricole Feminine Taymatine</td>
<td>Douar Abadou, Aït Attab, Azilal</td>
</tr>
<tr>
<td>Cooperative Agricole Amagar</td>
<td>Douar Agoudim, Zaouiat Ahansal</td>
</tr>
<tr>
<td>Cooperative Nisae Aska</td>
<td>Ait M'Hamed, Azilal</td>
</tr>
<tr>
<td>Cooperative Feminine Yamna</td>
<td>Zaouiat Cheikh Beni-Mellal</td>
</tr>
</tbody>
</table>

The capacity building sessions facilitated by Saoussane Abdelli are conducted in four sessions and workshop over two days as detailed in Table 2 below.

**Table 2. Social media capacity building sessions**

<table>
<thead>
<tr>
<th>Training session</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training Session 1</td>
<td>Learn how to set up a cooperative's online presence strategy;</td>
</tr>
</tbody>
</table>
- Manage a Facebook page professionally;
- Homework: Create, post and manage your page.

**Training Session 2**

- Manage an Instagram account professionally;
- Learn about organic traffic acquisition;
- Homework: Create, post and manage your account
- Bring traffic.

**Workshop**

- Correct and review homework on the creation and management Facebook pages and Instagram accounts for each cooperative.
- Analyze the organic social media promotion strategy.
- Consulting, questions & answers.

**Training Session 3**

- Content Strategy;
- Content creation;
- Implement its social media calendar.

**Training Session 4**

- Online advertising: Facebook & Instagram Ads

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### I. Participants

Two people from each cooperative in Azilal region (man and woman) attended the training on social networks and their importance in the marketing of local products. The participants belong to different generations with dominance of young women (Annexes 1 and 2).

The training is organized by the members of the MBLA / GDF team (Annex 1) as follows:

- Ibitssam Bouseta: Communications & Programme Officer;
- Dr. Ouknin Mohamed: Local Product Commercialisation Coordinator;
- Dr. Aghraz Abdellah: Scientific researcher in the field.

The training was facilitated by Saoussane Abdelli who work for Digital Guru digital agency.

### II. Presentation of DIGITAL GURU digital agency

DIGITAL GURU is a digital marketing agency, founded by experts in the field, which assists many companies, entrepreneurs, cooperatives and individuals in consulting and developing digital strategy, training and development of effective sites, but also in managing acquisition and loyalty campaigns, social media marketing and management of influencer marketing; with the aim of achieving performance, increasing your revenue and achieving excellence in digital
presence. Among the missions and services of DIGITAL GURU digital agency are the following:

- Consulting and Digital Strategy;
- Social Media Marketing;
- Online advertising;
- Natural referencing;
- Digital Marketing Training;
- Influencer Marketing;
- Inbound Marketing;
- Digital audit and reputation;
- Web Development;
- Content marketing.

III. Capacity building planning

<table>
<thead>
<tr>
<th>March the 3\textsuperscript{th}</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dinner and accommodation in Restaurant Chems Du Lac Bin El Ouidane</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>March the 4\textsuperscript{th}</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.00 to 11.00 am</td>
</tr>
<tr>
<td>- Learn how to set up a cooperative's online presence strategy;</td>
</tr>
<tr>
<td>- Manage a Facebook page professionally;</td>
</tr>
<tr>
<td>- Homework: Create, post and manage your page.</td>
</tr>
<tr>
<td>11.00 to 12.00 non</td>
</tr>
<tr>
<td>12.30 to 13.30 pm</td>
</tr>
<tr>
<td>14 to 16 pm</td>
</tr>
<tr>
<td>- Manage an Instagram account professionally;</td>
</tr>
<tr>
<td>- Learn about organic traffic acquisition;</td>
</tr>
<tr>
<td>- Homework: Create, post and manage your account - Bring traffic.</td>
</tr>
</tbody>
</table>
16.30 pm to 18.30 pm **Workshop:**
- Correct and review homework on the creation and management Facebook pages and Instagram accounts for each cooperative;
- Analyze the organic social media promotion strategy;
- Consulting, questions & answers.

<table>
<thead>
<tr>
<th>20 pm</th>
<th>Dinner and accommodation in Restaurant Chems Du Lac Bin El Ouidane</th>
</tr>
</thead>
</table>

**March the 5th**

| 9 to 11.00 am | **Training Session 3:**  
- Content Strategy;  
- Content creation;  
- Implement its social media calendar. |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>11.00 to 11.30 am</td>
<td>Open discussion and coffee breaks</td>
</tr>
</tbody>
</table>
| 12 to 14.00 pm | **Training Session 4:**  
- Online advertising: Facebook & Instagram Ads |
| 14.30 to 16.00 pm | Launch in Restaurant Chems Du Lac Bin El Ouidane. |

**IV. Primary objective**

Social media marketing is a powerful way for businesses and cooperatives of all sizes to reach prospects and customers. The customers are already interacting with brands through social media, and if you're not speaking directly to your audience through social platforms like Facebook, Instagram, *etc*. Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales. The aim of this project is to shorten market chains, increase visibility of biodiversity-friendly products and favour local direct sales through e-commerce, benefitting consumers and producers alike.

**V. Methodology**

The different activities of this training took place in Bin El Ouidane, with the participation of two people from the local cooperatives of Azilal (women and men) and the MBLA/GDF team.
The MBLA / GDF team also contributed to this training either by asking for more clarifications or by providing translations into Tamazight language during some parts of the discussions. Many issues were well detailed during these sessions such as learn how to set up a cooperative's online presence strategy, manage a Facebook and Instagram page professionally, correct and review homework on the creation and management Facebook pages and Instagram accounts for each cooperative, analyze the organic social media promotion strategy, content strategy, content creation, implement its social media calendar and Online advertising: Facebook & Instagram Ads.

VI. Social media's impact on the commercialization of local products

In digital marketing, social networks are not only a space for dialogue between the company and consumers. The dissemination of valuable content, which provides real answers to the questions that consumers have, will inevitably attract them.

Social media then become powerful tools to reach the company's target through a simple and effective strategy, content marketing. This strategy includes the creation and distribution of media content. The presence on social networks is a real asset for companies and cooperatives because these platforms represent a vector of communication, like the traditional media.

Social media has grown considerably over the past decade, especially during the COVID-19 situation. Their main advantage is their speed and simplicity. They also provide a kind of exhibition stand for rural cooperatives, which can present their products to consumers. For the majority of users, they do not require a manual and they have the advantage of being intuitive: users do not encounter difficulties when they want to obtain information.

These platforms are simple and once a user discovers a service, a product or a person that interests him, he can inform his whole community. The potential of social networks is therefore essential for companies that want to develop their brand image, their customer base and their sales. Finally, they are also very popular with professionals, as they allow to influence a panel of people according to their interests without them feeling guided or directed. In this part of the project, consists the capacity building of local cooperatives on the importance of social media on the commercialization of local products.
VII. Social Media Marketing

1. Marketing approach on social media

Social media marketing represents the marketing strategy on social networks, such as Facebook, Instagram, etc. Social media is considered as a new media in its own right, with its specificities: multiform, conversations, immediacy, speed of propagation.

![Diagram of marketing approach on social media]

Figure 1. Marketing approach on social media.

2. The strategy of presence on social networks

The social media strategy is the synthesis of everything you plan to do and hope to accomplish on social media. It guides actions and indicates successes and failures. The more specific your strategy, the more effective it will be. It's best to keep it concise. Avoid goals that are too ambitious or too general: they will be difficult to achieve and measure.
3. Types of contents

The content strategy allows to establish the positioning of a company on specific themes. It allows the company/cooperatives, among other things, to be more readable on search engines, to generate qualified traffic on its website by attracting the Internet user via contents which are adapted to him. Deploying a relevant content strategy ensures consistency between all communication media: website, social media, etc. It also means delivering the right content on the right medium at the right time.

The content allows you to:

- Defining yourself, first impressions
- Establish trust with people:
  - Acknowledge => Like => Retain
- Show your expertise.
- Attracting the attention of those who don't know you.
- Communicate with people / Interact.
Table 4. The essential elements in the content creation.

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Buyer Persona</th>
<th>Planning</th>
<th>Theme</th>
<th>Advertising Strategy</th>
<th>Measure and Optimize</th>
</tr>
</thead>
<tbody>
<tr>
<td>-Why subscribe to you?</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-Value added of your account?</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Types of contents:

- **PERSONAL CONTENT**
  - Personal contact

- **EDUCATIONAL CONTENT**
  - Represents you as an expert

- **CONTENT WHERE YOU EXPRESS YOUR PASSION**

- **PROMOTIONAL CONTENT**
  - Promotion and Advertising

- **CONTENT FOR INTERACTION**
  - To know them
4. Editorial Calendar

A social media content calendar helps cooperatives to plan their activities, to optimize their work, not to scatter and to note any bright ideas to implement them later. Social media analytics can provide a lot of information. By adopting a social media content calendar, you'll have the opportunity to experiment and schedule your posts to improve little by little. Conduct A/B testing until you find the right recipe for content type, format, frequency and time of posting on each social media platform.

Follow these eight steps to create an effective social media calendar:

- Analyze your social media accounts and content.
- Choose your social media channels.
- Decide what data to monitor with your calendar.
- Create a content library for your assets.
- Establish a workflow.
- Start creating your posts.
- Have your team proofread you and use the feedback to improve.
- Start publishing/scheduling.
5. Basics of the editorial calendar

A written document that records the design, production, publication, diffusion and performance measurement of your editorial assets over time. The editorial calendar is a planning tool that distributes the work to be done on the different platforms and themes over a defined period, in accordance with the editorial line. Ideally, this planning will be done on an annual basis, at least on a quarterly basis.

![Diagram of editorial calendar process]

**Figure 2. Editorial calendar items.**

The editorial calendar allows cooperatives to plan their publications and to be present on social networks with their customers. It also allows to separate between personal content, promotional content, and educational content according to the days of the week as detailed in the Table above.

**Table 5. Editorial calendar.**

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal content</td>
<td>Promotional content</td>
<td>Educational Content</td>
<td>Promotional content</td>
<td>Content for interaction</td>
<td>Promotional content</td>
</tr>
<tr>
<td>Personal content</td>
<td>Promotional content</td>
<td>Educational Content</td>
<td>Promotional content</td>
<td>Content for interaction</td>
<td>Promotional content</td>
</tr>
<tr>
<td>Personal content</td>
<td>Promotional content</td>
<td>Educational Content</td>
<td>Promotional content</td>
<td>Content for interaction</td>
<td>Promotional content</td>
</tr>
<tr>
<td>Personal content</td>
<td>Promotional content</td>
<td>Educational Content</td>
<td>Promotional content</td>
<td>Content for interaction</td>
<td>Promotional content</td>
</tr>
<tr>
<td>Personal content</td>
<td>Promotional content</td>
<td>Educational Content</td>
<td>Promotional content</td>
<td>Content for interaction</td>
<td>Promotional content</td>
</tr>
</tbody>
</table>
6. Online Advertising: Facebook & Instagram Ads

Advertising platforms ensure that your message is displayed to your potential customers thanks to the numerous targeting possibilities. This is the main strength of online advertising: helping cooperatives to reach their target instantly. The first step is to choose your marketing objectives, create a campaign, one or more ad groups and finally include your ads.

During the training program, the cooperatives were tested on the use of Facebook & Instagram Ads on their professional accounts to advertise their products and services.

7. Role of partnerships with influencers

Today, influencers (chefs, etc.) can play an important role in terms of communication for your brand. They develop it through their personal pages on their social networks.

The influencer relays your message to his community. And this one is usually very developed and active. As a result, your message will have a very important reach, to a targeted audience. The ideal way to develop your notoriety.

Figure 3. Role of influencers.
8. Social networking homework for local cooperatives

During the training, 7 homework assignments are proposed to the local cooperatives to develop their professional account, especially for Facebook and Instagram (Table 6).

Table 6. Social networking homework list.

<table>
<thead>
<tr>
<th>Homework 1:</th>
<th>Homework 2:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Define the key points of your social media strategy: Objectives - SWOT - Customers/audience.</td>
<td>Choose photo or video Write a publication text using the symbols and information (phone number, address).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Homework 3:</th>
<th>Homework 4:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Finalize all the important information of your Facebook page (Description, Tel, Location, email, cover photo...).</td>
<td>Create an Instagram account Fill out the profile (Photo, Description, Info).</td>
</tr>
<tr>
<td>- Publish 2 posts with Call to action (CTA).</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Homework 5:</th>
<th>Homework 6:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make 3 stories including text and (Gif or Location or mention or hashtag).</td>
<td>Set up a minimum of one front page story</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Homework 7:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set up a publication schedule.</td>
</tr>
</tbody>
</table>

After performing the different tasks, the cooperatives managed to create their own Facebook and Instagram account (Table 7) and apply the different tasks.
Table 7. Cooperatives links (Facebook+ Instagram).

<table>
<thead>
<tr>
<th>Coopérative Amagar</th>
<th><a href="https://www.facebook.com/capam.ma/?hc_ref=ARRJ8HcNyYWcRSPIXjKJUEi87Dl41fSS1cgt8MrUxY9569CAAWzBaeE2Xn-Vvlk3LQ-o&amp;fref=nf&amp;__tn=kC-R">https://www.facebook.com/capam.ma/?hc_ref=ARRJ8HcNyYWcRSPIXjKJUEi87Dl41fSS1cgt8MrUxY9569CAAWzBaeE2Xn-Vvlk3LQ-o&amp;fref=nf&amp;__tn=kC-R</a></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><a href="https://instagram.com/fatimaamagar?igshid=c74avjb54w0b">https://instagram.com/fatimaamagar?igshid=c74avjb54w0b</a></td>
</tr>
<tr>
<td>Coopérative Manahil Almaghreb</td>
<td><a href="https://www.facebook.com/%D8%AA%D8%B9%D8%A7%D9%88%D9%86%D9%8A%D8%A9-%D9%85%D9%86%D8%A7%D8%AD%D9%84-%D8%A7%D9%84%D9%85%D8%BA%D8%B1%D8%A8-%D8%A7%D9%84%D9%85%D8%AA%D8%B9%D8%AF%D8%A9-%D8%A7%D9%84%D8%A7%D8%BA%D8%B1%D8%A7%D8%B6-202751373471747">https://www.facebook.com/%D8%AA%D8%B9%D8%A7%D9%88%D9%86%D9%8A%D8%A9-%D9%85%D9%86%D8%A7%D8%AD%D9%84-%D8%A7%D9%84%D9%85%D8%BA%D8%B1%D8%A8-%D8%A7%D9%84%D9%85%D8%AA%D8%B9%D8%AF%D8%A9-%D8%A7%D9%84%D8%A7%D8%BA%D8%B1%D8%A7%D8%B6-202751373471747</a></td>
</tr>
<tr>
<td></td>
<td><a href="https://www.instagram.com/coop.manahil_almaghrib/">https://www.instagram.com/coop.manahil_almaghrib/</a></td>
</tr>
<tr>
<td>Coopérative Yamna</td>
<td><a href="https://www.facebook.com/Coop%C3%A9rative-Yamna-%D8%AA%D8%B9%D8%A7%D9%88%D9%86%D9%8A%D8%A9-%D9%8A%D8%A7%D9%85%D9%86%D8%A9-107146004367727/">https://www.facebook.com/Coop%C3%A9rative-Yamna-%D8%AA%D8%B9%D8%A7%D9%88%D9%86%D9%8A%D8%A9-%D9%8A%D8%A7%D9%85%D9%86%D8%A9-107146004367727/</a></td>
</tr>
<tr>
<td></td>
<td><a href="http://www.instagram.com/cooperativeyamna">www.instagram.com/cooperativeyamna</a></td>
</tr>
<tr>
<td>Coopérative Taytmatine</td>
<td><a href="https://www.facebook.com/cooperative.taytmatine">https://www.facebook.com/cooperative.taytmatine</a></td>
</tr>
<tr>
<td></td>
<td><a href="https://instagram.com/cooperativetaytmatine?igshid=a8tv8199p78g">https://instagram.com/cooperativetaytmatine?igshid=a8tv8199p78g</a></td>
</tr>
<tr>
<td>Coopérative agricole Nisae Aska</td>
<td><a href="https://www.facebook.com/cooperative.nisae.aska/">https://www.facebook.com/cooperative.nisae.aska/</a></td>
</tr>
<tr>
<td></td>
<td><a href="https://www.instagram.com/coopnisaeaska">https://www.instagram.com/coopnisaeaska</a></td>
</tr>
</tbody>
</table>
VIII. Cooperatives Overview

1. Amaguar Women’s Cooperative, Zaouiat Ahansal

A native of Zaouiat Ahansal in the High Atlas, Fatima Amaguar is the president of the Amaguar Women’s Cooperative, founded in 2016. The cooperative is currently composed of 122 women members and 400 beneficiaries. It was formed by 5 young women who completed their studies and decided to return to their native village to develop economic and social projects to benefit women who are faced with the constraints of local traditions. Many men do not accept the idea, pretexting the attachment to tradition, and considering the work of the cooperative as taboo because they believe women have to take care of their homes and educate children. The young militants devote their time to convincing the men of the village of the importance of the cooperative in changing their economic situation. The change in mentality is also a major factor in enabling women to play a considerable role in their access to work and their autonomy.

Amaguar cooperative specializes in the valorization of aromatic and medicinal plants such as thyme. As part of the conservation of natural resources in Zaouiat Ahansal, the cooperative works in collaboration with the Water and Forests and the Fight Against Desertification, which gives it a collection permit for 16 tons of thyme per year.

Amaguar cooperative products
Building on this success, the cooperative has continued to develop its activities; recently it has started to cultivate aromatic plants and produce essential oils, reducing the harvest of wild plants in the forest.

In 2018, Amaguar applied to the IFAD-funded Rural Development Programme in the Mountain Zones. The funds they received allowed them to purchase 19 tons of saffron bulbs, helping them expand their operations. Due to the accumulated experience in saffron cultivation, the cooperative is now able to grow 21 tons of saffron bulbs to attract a production of 20 kg of saffron stigma per year. The cooperative supports saffron projects in 14 communes in the province, planting 400 tons of saffron bulbs in 34 cooperatives.

The Amaguar cooperative does not only produce and sell agricultural products. It has always wanted to have a strong social impact on its community as well. The IFAD-funded rural development program in the mountainous areas helped the cooperative in this direction, providing a set of capacity-building activities specifically targeting women. Amaguar has also begun to pool its contributions into a social fund for its members, which has enabled them to purchase school supplies and set up summer camps for their children.
2. Taymatine Women’s Cooperative

A native of Aït Attab in the High Atlas, Fatima Essahbani is the president of the Taymatine Women’s Cooperative, an agricultural collective founded in 2011. After struggling to find work opportunities despite being a university graduate, she returned to her village where she worked in commerce and was elected a council member for the commune. This platform has allowed her to speak up on behalf of her community and stay up to date with government policies. After hearing of the new Green Morocco Plan, she was motivated to create a women’s cooperative, among the first in the country. Fatima has always been passionate about her village’s local products. Almond, carob and olive and almond trees have long been cultivated in the region and she wants her community to prioritize their conservation. “Everything is from nature; I want people to know about this richness and I want my community to gain from it and help preserve it,” she says.

As she gained experience and knowledge in local product commercialization, Fatima became increasingly determined to raise awareness about these products and their potential for creating opportunities in her community. The Taymatine Women’s Cooperative was born when she and six other college educated women from Aït Attab village assembled with this common objective. Initially created to coordinate harvesting, the collective soon began conditioning almonds, olives and walnuts, an expansion made possible through funds and training provided by the Green Morocco Plan. Thanks to this initiative, the cooperative’s founders were able to improve their finance, management and agricultural strategies, whilst receiving logistical support and equipment.
They have since expanded, now counting 28 permanent members, each of whom are financially sustained through their work with Taytmatine. From harvesting to processing the nuts and olives, everything is done in-house. When they need extra help during harvest season, the cooperative creates work opportunities for other women in the region.

Taytmatine’s founders are now focused on tapping into new markets throughout the country, so that they may continue expanding their workforce and creating more opportunities for women in their region.
3. Manahil al Maghrib cooperative

Having spent his childhood surrounded by honey bees, it was natural for Amine Al Habib to grow fascinated by this domain and follow in his father’s footsteps as an expert bee keeper. He utilized his farming skills as well as his extensive knowledge of the local flora and joined 6 other members of his community for the creation of Manahil Al Maghrib cooperative in his hometown Foum Joumaa.

The seven members did benefit from a number of trainings and workshops conducted by the Agriculture Ministry in 2015, tackling production quality; honey hives management, proper honey extraction tactics and hygiene measures, which have armed them with the required skills and knowledge to embark on their honey-making journey. Relying on nothing but their own personal savings and passion for their mission, they have managed to successfully launch their work in 2016, receiving all the legal certifications and permits needed.

They started with producing Euphorbia honey, given the abundant growth of this endemic plant in the region, and later began expanding their production line as they gained more visibility, and established close relations with many clients. They currently provide a variety of honey such as, thyme, jujube, carob, and multiflower honey. Amlou was another product that the cooperative had been keen to add to their line catering to their clients’ wishes, they submitted their proposal to ONSSA (The National Office for Sanitary Safety of Food Products), received necessary trainings about it and got the mandatory approval. Amine says, “We’ve decided to add Amlou to our production line as it has always been on high demand, and to be well aware of the quality and purity of the Argan oil used, we started purchasing the grains and making the oil ourselves.”

Plants growth pace and weather conditions are among many variant elements that heavily impact the yearly honey production, during the busy seasons, ten additional workers join the cooperative to ensure the beehives relocation to different areas of the High-Atlas and the honey collection.

Bees are exposed to different types of flora in the High Atlas; in the months of February and March, the hives are installed near Foum Joumaa to produce Euphorbia honey as it starts flowering in May. Early April knows the flowering season of orange trees, so beehives are placed in Beni Mellal near orange tree farms.

Ait Daoud and Ait Hani regions located 328km from the cooperative host the beehives in June as oregano plants begin to flower; few other trips are planned every year to different zones around the High Atlas until the end of October, for the cooperative to cover the elaboration of its products.
4. Cooperative Women’s Yamna

Women's cooperative in president, created in 2015 in Zaouit Cheikh valuing the know-how transmitted in mother in daughter, the cooperative has gathered a vingting of women from 25 to 75 years around the traditional caulinary arts, the cooperative Yamna prepares different type of couscous 5 cereals, 6 cereals and 7 cereals (for example the couscous with 5 cereals it is composed of mixture of barley, small spelt, ovine, wheat and corn)
5. Nisae Aska women’s cooperative

The women's cooperative Nisae Aska is an agricultural cooperative specializing in plants, aromatic and medicinal, created in 2019 of which Malika Inks is president. The cooperative works mainly on aromatic and medicinal plants (thyme, mint, rosemary and mugwort) and saffron.
Conclusion

The program went well overall, and the members of each cooperative were very engaged. There was a rich exchange and interaction between the participants, trainers and facilitators. During the training, many discussions and debates took place, which allowed for a fruitful exchange of ideas for understanding the role of social networks in marketing their products.

Finally, we can conclude that the objectives of the training are well achieved; the participants have shown their motivation by intervening in the debate, discussion of the missed points, which allows the understanding of how to manage a professional account of the cooperative, as well as on the importance of social networks, especially Facebook and Instagram in the marketing of their products.

At the end of the capacity building sessions, certificates of participation were distributed to representatives of the various cooperatives (Annex 2).

Annexes:

Annexe 1: MBLA/GDF/ Digital Guru digital agency

<table>
<thead>
<tr>
<th>N°</th>
<th>Name and surname</th>
<th>Organisme</th>
<th>Signature</th>
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<tr>
<td>1</td>
<td>Ibtissam Bouseta</td>
<td>MBLA/GDF</td>
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<tr>
<td>2</td>
<td>Dr. Aghraz Abdellah</td>
<td>MBLA/GDF</td>
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<tr>
<td>3</td>
<td>Dr. Ouknin Mohamed</td>
<td>MBLA/GDF</td>
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<tr>
<td>4</td>
<td>Saoussane Abdelli</td>
<td>Digital Guru digital agency</td>
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Annexe 2: Participants list of each cooperative

<table>
<thead>
<tr>
<th>N°</th>
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<th>Cooperatives</th>
<th>Signature</th>
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<tbody>
<tr>
<td>1</td>
<td>Fatima Essahbani</td>
<td>F</td>
<td>Coop. Taymatine</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Halima Mahjani</td>
<td>F</td>
<td>Coop. Taymatine</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Fatima Amaguar</td>
<td>F</td>
<td>Coop. Amagar</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Mariem Oulfakir</td>
<td>F</td>
<td>Coop. Amagar</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Fatima Ouamamou</td>
<td>F</td>
<td>Coop. Nisae Aska</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Aicha Makhlouf</td>
<td>F</td>
<td>Coop. Nisae Aska</td>
<td></td>
</tr>
<tr>
<td>No.</td>
<td>Name</td>
<td>Gender</td>
<td>Coop.</td>
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<td></td>
</tr>
<tr>
<td>7</td>
<td>Nezha elgharbaoui</td>
<td>F</td>
<td>Coop. Yamna</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Najat mimouni</td>
<td>F</td>
<td>Coop. Yamna</td>
<td></td>
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<tr>
<td>9</td>
<td>Lhabib Amyn</td>
<td>M</td>
<td>Coop. Manahil Almaghreb</td>
<td></td>
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<tr>
<td>10</td>
<td>Lhabib Khalid</td>
<td>M</td>
<td>Coop. Manahil Almaghreb</td>
<td></td>
</tr>
</tbody>
</table>

Annexe 3: Distribution of certificates

ATTESTATION DE FORMATION:

Le Président de l'Association marocaine de la biodiversité et des moyens de subsistance (MBLA)

certifie que: **Coopérative Agricole Amagar**

A participé à la formation organisée par l'Association marocaine de la biodiversité et des Moyens de subsistance (MBLA) sous le thème « Les réseaux sociaux et leur importance dans la commercialisation des produits locaux » du 04 Av 05/03/2021, Bin El Ouidane.

Attestation établie pour servir et valoir ce que de droit.

Association MBLA
ATTESTATION DE FORMATION :

Le Président de l’Association marocaine de la biodiversité et des moyens de subsistance (MBLA)
certifie que : **Coopérative Agricole Feminine Taymatine**

A participé à la formation organisée par l'Association marocaine de la biodiversité et des
Moyens de subsistance (MBLA) sous le thème *Les réseaux sociaux et leur importance dans
la commercialisation des produits locaux* du 04 Au 05/03/2021, Bni El Ouldene.

Attestation établie pour servir et valoir ce que de droit.

Association MBLA

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ATTESTATION DE FORMATION :

Le Président de l’Association marocaine de la biodiversité et des moyens de subsistance (MBLA)
certifie que : **Coopérative Feminine Yamma**

A participé à la formation organisée par l’Association marocaine de la biodiversité et des
Moyens de subsistance (MBLA) sous le thème *Les réseaux sociaux et leur importance dans
la commercialisation des produits locaux* du 04 Au 05/03/2021, Bni El Ouldene.

Attestation établie pour servir et valoir ce que de droit.

Association MBLA
ATTESTATION DE FORMATION :
Le Président de l’Association marocaine de la biodiversité et des moyens de subsistance (MBLA)
certifie que : **Coopérative Manahil Al maghrrib**

A participé à la formation organisée par l’Association marocaine de la biodiversité et des Moyens de subsistance (MBLA) sous le thème « Les réseaux sociaux et leur importance dans la commercialisation des produits locaux » du 04 Au 05/03/2021, B'nin El Ouidane.

Attestation établie pour servir et valoir ce que de droit.

Association MBLA

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ATTESTATION DE FORMATION :
Le Président de l’Association marocaine de la biodiversité et des moyens de subsistance (MBLA)
certifie que : **Coopérative Nisae Askha**

A participé à la formation organisée par l’Association marocaine de la biodiversité et des Moyens de subsistance (MBLA) sous le thème « Les réseaux sociaux et leur importance dans la commercialisation des produits locaux » du 04 Au 05/03/2021, B'nin El Ouidane.

Attestation établie pour servir et valoir ce que de droit.

Association MBLA
Annexe 4: Capacity building pictures

Figure 4. Group participants in Bel Ouidane.

Figure 5. Preparation of professional accounts for the Nisae Aska cooperative and implementation of homework 1 to 7.
Figure 6. Preparation of professional accounts for Amagar and Taymatine cooperatives and implementation of homework 1 to 7.

Figure 7. Preparation of professional accounts for Manahil Al maghreb cooperative and implementation of homework 1 to 7.
Figure 8. Preparation of professional accounts for Yamna cooperative and implementation of homework 1 to 7.