



IBM Corporate Service Corps (CSC) Program

Morocco CSC Team5

24 April – 25 May 2013
Casablanca, Morocco

SUB-TEAM

1

Scope of Work

Centre of Excellence and e-Health Solutions for HIV/AIDS
Prevention and Management in Morocco

Host Organisation: Association de Lutte Contre le Sida (ALCS)

March 2014

SCOPE OF WORK (SOW)

1. JUSTIFICATION OF THE SOW

Scope of Work (SOW) is one of the important factors for achieving the goals of the IBM CSC Program. In order to ensure a successful CSC Program, the SOW should both address the technical needs of host organizations, and at the same time, be related to the IBMers areas of expertise and background. The SOW should also contribute to the development goals of the selected region. For these reasons, SOWs are carefully identified and designed in discussions with the host organizations considering the profiles of IBMers.

In light of this information, the justifications of the SOW for IBM CSC 5 Morocco Sub-team 1 are as follows;

- SOW is directly linked to development priorities of Morocco and the objectives of the Association de Lutte Contre Le Sida (ALCS).
- SOW contributes to economic and social development agenda of the city/region while contributing to individual career development of IBM leaders.
- SOW focuses on technology optimization to facilitate scaling of ACLS at a national level and development of new mobile and social media applications to help in fight against AIDS prevention, both in Morocco, and potentially regionally

2. BACKGROUND INFORMATION

The ALCS is the first and largest association against AIDS in the Maghreb and the Middle East. The association was founded in 1988 when only 30 AIDS cases were reported. In 1993, it was recognized as promoting the public interest.

HIV prevalence in the Moroccan population remains low, around 0.17%. However, there is a concentrated epidemic among the most exposed populations at risk of infection, especially in some regions of Morocco. At the end of October 2013, the number of reported HIV/AIDS cases was 8040, but the number of people living with HIV in Morocco is estimated at 32,000, of which 80% are unaware of their HIV status. According to the same estimation, 10 new infections and 4 deaths caused by AIDS occur per day.

The ALCS is active throughout Morocco, works locally with key populations, youth and the general public, and provides psycho-social care for people living with HIV. It has a national office with 19 sections and manages 28 anonymous and free HIV screening centers. It has 83 employees, 150 field workers and 300 volunteers. The ALCS is growing day by day, but its work tools have proven to be limited and not adapted to the size of the organization and workload.

1. OBJECTIVES OF ALCS

- Prevent HIV infection.
- Provide care and psychological support for HIV-affected individuals.
- Deliver advocacy and human rights activities for the support of HIV-affected individuals.

2. RELEVANT STRATEGIES AND NATIONAL CONTEXT

As part of ACLS's 2014-16 Strategic Plan, a key priorities include: 1) Improve information and management systems between headquarters and branch offices; 2) Strengthen financial management and linkages to programme monitoring; 3) Assess and integrate social media and new technology tools to increase national outreach; 4) Continue to scale operations nationally through enhanced organizational development and 5) Continue to position ALCS as a HIV/AIDS Centre of Excellence in Morocco and the region

From an internal perspective, the CSC assignment will provide ALCS with a clear and objective assessment of organizational gaps and need - IT information, management and budget - in keeping with anti-AIDS nationwide strategies and enable the organization to continue to scale as per its strategic plan.

From an external perspective, the CSC assignment will strengthen ALCS national outreach, particularly to vulnerable populations most at risk of HIV-AIDS through the use of social media. The potential to leverage new technologies to improve real-time disease management also represents an important milestone. CSC recommendations will also provide the foundation for an Action Plan that ALCS may submit to donors to obtain implementation funding. Based on its track record to date, transparency and experience, ALCS has the capacity to raise funds from a multitude of donors. It may also make required funding available under the provisional budget of the coming fundraising event known as Sidaction Maroc (a nationwide fundraiser organized by ALCS every two years, the latest having taken place in December 2012).

Moreover, the national reputation of ALCS as a leading NGO will provide an example to other organizations to adopt a similar degree of transparency and professionalism in their management processes, business information systems and integration of mobile and social media technologies. It is expected that these attributes will continue to reinforce the role of ALCS as Centre of Excellence in the Mahgreb region the HIV-AIDS sector.

3. SCOPE OF WORK TASKS

Tasks are expected to include:

- Assess the financial management, information systems and work flow processes (HQ and Field offices) and develop strategic recommendations to strengthen the positioning of ACLS as a HIV/AIDS Prevention and Management Centre of Excellence in Morocco and regionally
- Strengthen the national outreach of ALCS by analyzing: 1) the potential to leverage social media to assist in national HIV/AIDS prevention and/or 2) the potential for development of a HIV/AIDS mobile application to help patients and physicians to more effectively manage the disease¹
- Prepare a Pilot Action Plan for HIV/AIDS related to Social Media/Mobile Technology based on the assessment, including outreach targets, evaluation framework and potential funders.

¹ For example, the potential for development of a mobile application that enables physicians to have real-time access to the progress of their patients – in order to track medication usage and while blood cell counts. It is not expected that the CSC team will develop an application, but rather assess the potential and if deemed feasible, prepare a Pilot Action Plan.

4. DELIVERABLES

The deliverables of the assignment are expected to be:

- Organizational Development Roadmap: Centre of Excellence in the HIV/AIDS Sector
- Morocco HIV/AIDS Outreach and Technology Assessment
- Pilot Action Plan for HIV/AIDS related Social Media/Mobile Technology

5. HOST ORGANIZATION

L'Association de Lutte Contre le Sida (ALCS) au Maroc: Association for AIDS prevention

6. LOCAL SUPPORT

Contact persons:

- Ms. Nidal Chafiai: Director of administration and finance nidalchaf@gmail.com
- Ms. Karima Chakiri: Head of communication Karima.chakiri@gmail.com
- Mr. Lahoucine Ouarsas: ICT department ouarsas.lahoucine@gmail.com

7. COMPOSITION OF SUB-TEAM 1

IBMers that are considered as a team for the proposed tasks:

Name	Gender	Tenure	Country	Expertise and Skills
Patrick Joussen	M	24	France	Project Management
Catherine Fillare	F	14	United States	Consulting
Gerry Broennimann	M	6	Switzerland	IT Architect
Ramgopal Yadav	M	7	India	Consulting

8. TIMELINE

- ❖ Pre-Service Work : January-March 2014
- ❖ Casablanca Arrival Weekend: April 24-25, 2014
- ❖ Casablanca Assignment (4 weeks): April 28 –May 24 2014
- ❖ Casablanca Departure Weekend: May 25, 2014
- ❖ Post Service Work: May- June 2014

9. SOW DEVELOPMENT AND FINALIZATION

The above tasks have been proposed by the local partners as key areas/topics where they are requesting IBM Leaders to offer their respective expertise/plans/training. In addition, DOT and IBM Morocco CSC have also provided specific recommendations on proposed SOW tasks for CSC Casablanca Team 5.

As the next step in the SOW development process, if needed, DOT will provide Sub-Team 1 with a more detailed SOW with further context/background. Following that, DOT requests that Sub-Team 1 develop a **Draft Workplan** that outlines the methods and approaches that the team plans to use in undertaking their SOW assignment by April 16 2014. Time will be set aside on the April 16 2014 call for each of the four sub-teams to make a brief presentation of their Draft Workplan.

DOT will ensure that the client(s) and relevant project assistants / translators, students (interns), faculty members (if any) receive the draft Workplans prepared by the team, prior to their arrival, in order to achieve a common set of expectations on the assignment.

Experience with the past CSC Teams indicated that a final version of the Workplan and SOW are completed following direct meetings with the client(s) and relevant stakeholders during the first week of the assignment in Casablanca.

10. OVERALL DEPLOYMENT LOGISTIC SUMMARY

Departure from country of origin: Thu /Fri April 24/25, 2014

Arrival to Casablanca: Friday April 25, 2014 (JM suites Hotel)

Informal Social Event: Saturday April 26, 2014 informal Cocktail and appetizers (early evening at JM suites)

Briefing: Sunday April 27, 2014 AM CSC 5 Briefing (Internal orientation)

Week 1-4: Mon April 28, 2014 – Thursday May 23, 2014 (Assignments in Casablanca)

Media Influencer Event: TBA (tentative, TBD by IBM Morocco and project partners)

Final meeting with host partners & wrap up: Thursday May 23, 2014 (or another day in the last week)

CSC Team 10 Debriefing: Friday May 24, 2014 (PM)

Departure from Casablanca: Friday/Saturday May 24/25, 2014

Hotel in Casablanca:

Jmsuites hotel

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Fax : + 212 (0) 522 20 97 11

E-Mail : info@jmsuiteshotel.com

GPS : N 33° 35' W 7° 37'

Website: <http://www.jmsuiteshotel.com>

ALCS Assignment:

Workplace: Association de Lutte Contre le Sida: Rue Salim Cherkaoui, Quartier des Hopiteaux (Office space & connectivity provided, IBM leaders to bring laptops)

Sub-Team 1 Coordinator:

Name	Nidal Chafai
Title	Director of Administration and Finance
Organization	ALCS
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Daily Transport: To be arranged by DOT.