



IBM Corporate Service Corps Program Morocco CSC Morocco Team 5

Program Planning:
CSC Morocco: Deployment of IBM Leaders to Casablanca
(April 24th – May 25th, 2014)



March, 2014

INTRODUCTION: IBM SERVICE CORPS PROGRAMME IN MOROCCO

IBM has developed a new employee leadership initiative called the Corporate Service Corps. The Corporate Service Corps (CSC) Program is integrated with IBM's global business strategy and is intended to help enhance global economic and social development and build the leadership skills of IBM employees as global citizens. The CSC program focuses on several priority issues: 1) Economic Development and Innovation; 2) Access to ICT; 3) Raising Global Standards in Education; 4) Broadening Cultural Awareness and; 5) Promoting Openness and Transparency; among others.

IBM's Corporate Service Corps will gather teams of IBM Leaders with a diversity of skills, drawn from different countries and business units and place them in emerging markets to tackle important social and economic issues in collaboration with NGO partners from around the world.

The IBM Leaders will work on projects of significant value in developing countries, in four-week assignments. These teams will tackle real societal, educational and economic challenges, while at the same time experiencing a diverse cultural perspective and enhancing their skills and leadership competencies.

Under the Corporate Service Corps, IBM will deploy IBM Leaders in teams of 12-15 people for a four week in-country, on-the-ground experience. The on-the-ground experience will be extended by a period of pre-work to familiarize the volunteer with the local culture and language of their destination country as well as the content of the project on which they have been assigned to work. The experience will be followed by a post-work period intended for sharing the experience inside and possibly outside of the company.

Digital Opportunity Trust (DOT) has been selected by IBM as a global implementation partner for the CSC program and is implementing the program in partnership with IBM in Tanzania, Kenya, Mexico, UAE, Turkey, China, Angola, Ethiopia, Egypt and now Morocco and South Africa.

In Morocco, DOT is working as an in-country implementation partner and will place IBM Leaders. Working together with the various partners, the IBM Leaders will implement assignments that achieve IBM and DOT's mutual objectives of enhancing social and economic opportunity in Morocco.

Potential project assignments correspond with priority areas identified for the IBM Corporate Service Corps program in Morocco. These priority areas include, but are not limited to: 1) local governance and community economic development; 2) private-public-NGO collaborations to support economic and social development; 3) entrepreneurship and small business support and training; 4) energy and environment; 5) access to IT and digital development.

The remainder of this document provides:

- 1) A Profile of Digital Opportunity Trust
- 2) An Overview of the city selected (Casablanca) and rationale for its selection
- 3) A Profile of key partner/host organizations in Casablanca
- 4) The list of possible topics and areas for the Statements of Work (SOWs) identified together with partners in Casablanca

PROFILE OF DIGITAL OPPORTUNITY TRUST

Digital Opportunity Trust (DOT)

Incorporated in Canada in 2001, DOT is a leading international social enterprise - an innovator in enabling people to access and apply information and communications technologies (ICT) to create education, economic and entrepreneurial opportunities. DOT's vision is to make these opportunities available to marginalized people, especially women and youth, as a strategy to eradicate poverty, vulnerability and gender inequality.

DOT's signature entrepreneurship program, Reach Up!, integrates ICT, life skills, and micro-enterprise development and is delivered in a cost-effective manner, using recent local university and college graduates to train and build capacity of youth in their own communities. Startup! And Scale Up! Complete the economic continuum through enterprise formation and growth. DOT's core education sector program, Teach Up and trains young people to support the integration of technology and innovative learning in schools. DOT transforms and supports young women and men, training them and re-directing their energies, as they become confident, positive leaders of economic and education change in their countries.

Following a strategic growth plan, DOT is operating sustainable programs through its local offices in 14 countries in the Middle East, Africa, Asia and North America. To date, DOT has mobilized more than 4,000 young leaders worldwide - they in turn have reached close to 750,000 community peers. They have become role models in their societies and this network of youth leaders is sharing successes and challenges across cultures, borders and time zones.

With its global alliances, DOT utilizes a unique model to implement its programs through local partners, local Interns and local communities. The core belief is that local ownership is at the heart of sustainability and that the localization of training, curricula and people is fundamental to developing a meaningful and relevant relationship between technology and the budding entrepreneurs and experienced educators who use it.

DOT's global partners include Cisco Systems, IBM, The MasterCard Foundation and the Canadian International Development Agency (CIDA). DOT is one of three implementing agencies of IBM's Corporate Service Corps and Executive Service Corps international programs.

DOT's international leadership is not going unnoticed. In 2010 founder and CEO, Janet Longmore, was recognized as one of Canada's Top 100 Women of Influence by the Women's Executive Network, the CATA CanWIT Woman Tech Entrepreneur of the Year for 2011 and a TIAW 2011 World of Difference 100 Award winner. DOT was conveyed the 2010 Canadian Social Innovation Enterprise Award and Maclean's, Canada's national news magazine, recently noted that "DOT is creating a path to self-sufficiency that's attracting attention – and serious money – from donors looking for alternatives to old-style development assistance."

As a global implementation partner for IBM's Corporate Service Corps Program, DOT has been placing teams of IBM CSC Leaders in Turkey, China, Egypt, Kenya, Angola, Ethiopia, UAE, and Tanzania and now in Morocco in April 2014 and in South Africa as of August 2014.

For further information, please visit our website

www.dotrust.org,

<http://www.dotrust.org/programs/leadership/executiveleadership>,

<http://ibm-csc.dotrust.org/>

PROFILE OF KEY LOCAL HOST ORGANISATION

Client # 1 : ALCS: Association de Lutte Contre le Sida.

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.

The Objectives of ALCS

- Prevent HIV infection.
- Provide care and psychological support for HIV-affected individuals.
- Advocacy and human rights activities for HIV-affected individuals.

Client # 2 : OFPPT: Office de la Formation Professionnelle et de la Promotion du Travail.

The OFPPT is a governmental entity that provides professional and vocational training services for youth. OFPPT is the 1st operator in the field of Vocational Training (youth that could not pursue formal university studies). OFPPT has 39 years at the service of business and youth.

- 90% of the public training supply
- 8,575 collaborators including 6231 trainers
- 340,000 young people in initial training in 2013/2014
- 10 Regional offices
- 327 Vocational training schools
- 278 courses including 107 qualified trainings

OFPPT is convinced that human capital represents a major lever for improving the economic competitiveness of Morocco. OFPPT is pursuing its strategy of development of training youth in line with the need of business and employment (especially considering that Moroccan youth represent 65% of its population).

OFPPT has expanded in recent years in its field of intervention and has developed its services of training of young people. They train around 300,000 young professionals a year. Through the provision of continuous training adapted to changes in business, they allow youth to access various competencies covering the whole territory and sectors such as: Offshoring, Automotive sector, Food industry, Electronics, Aeronautics, Textile, Leather, ICT, Building and Public works and Transport and Logistics.

Client # 3 : SMIT: Société Marocaine d'Investissement Touristique.

The Moroccan Agency for Tourism Development was created as part of the state and is a key player in the planning and the development of tourism in Morocco. Its mission is the definition, placement, execution and monitoring of touristic projects.

To achieve those objectives and meet the challenges imposed by the implementation of the National "Vision 2020" strategy, SMIT masters the tourism value chain from conception to contracting with targeted partners.

The main tasks of SMIT can be grouped in five major areas:

- Design and development of tourism products as defined in the national strategy;
- Identification of potential sites to support developers and operators;
- Study and consult investment as a key factor in the field of tourism engineering;
- The promotion of tourism investment opportunities;
- Strengthening public-private partnerships.

Client # 4 : CHUIR: Centre Hospitalier Universitaire Ibn Rochd

Ibn Rochd Hospital is among the big five hospitals in Morocco, it serves the population of Greater Casablanca and southern Morocco. It was created from hospitals Maurice Gau, Jules Colombani and Janvial military hospital designed in the thirties.

In 1956, the military hospital was renamed August 20 Hospital (as August 20 marks an important date in Moroccan history), Hospitals Maurice Gau and Jules Colombani merged under the name Ibn Rochd Hospital. The children's hospital was built in 1979. After the establishment of the Faculty of Medicine of Casablanca in 1976, these courses were integrated within the University Hospital Ibn Rochd, which was later attached to the Centre Dental Consultation and Treatment, created in 1981 at the same time as the faculty of Dental Medicine of Casablanca. Since 1983, the University Hospital Ibn Rochd became a public institution, with financial and administrative autonomy.

The CHUIR is composed of four institutions:

- Ibn Rochd Hospital: 1087 beds
- August 20, 1953 Hospital: 244 beds
- The Children's Hospital Abderrahim Harouchi: 281 beds
- The dental consultations and treatment center.

The main tasks of CHUIR are:

- Provide medical care.
- Support the implementation of public health programs
- Conduct medical research, in strict respect of the physical and moral integrity and dignity of patients.
- Participate in an academic medical, pharmaceutical, dental and biomedical clinical teaching.

PROPOSED TOPICS AND TASKS FOR SCOPES OF WORK (SOW)

ALCS:

- Conduct an assessment of the ICT infrastructure in ALCS, including plans to develop an e-database of prevention project indicators and new knowledge management systems (among HQ and Field Offices) and provide strategic recommendations, based on international best practices
- Assess interfaces between the various financial management applications and recommend options for developing an e-budget monitoring system for all ALCS projects, bench-marked with international standards
- Provide strategic recommendations for business and technical requirements for the development of an HIV / AIDS mobile application for ALCS as one of the region's leading HIV/AIDs organisations
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OFPPT:

- Assess international best practices of vocational education institutions in bridging the gap between labor market supply and demand, with a focus on the digital economy and high-growth sectors
- Develop a Communication Strategy and Action Plan to change the image of vocational education and OFPPT in the minds of young people in Morocco. Currently, OFPPT is viewed as a bureaucracy that provides training to young people who do not have the competence to perform in the real job market. Yet the reality is much different: OFPPT places vocational graduates in excellent positions with some of the leading multinationals in Morocco
- The Communications Strategy and related Action Plan may involve the following activities:
 - Surveys of target youth and, in particular, young women's groups, to understand their opinions and expectations regarding vocational training and OFPPT
 - Identify key communications goals, themes, and messages
 - Recommends vocational training materials, channels (particularly social media), and campaign communication tools, tactics, and activities to increase awareness of vocational training
 - Define a framework to assess the effectiveness of the communication strategy

SMIT

- Propose a framework for identifying and benchmarking criteria for sustainability for tourism projects (i.e. environmental, cultural, local benefits)
- Identify "best practices" for the integration of sustainability in the design and development of tourism projects internationally – with reference to at least one case study:
Key factors to consider could include: :
 - criteria considered and actions / measures taken by the competent authorities and development actors for sustainability for tourism projects sustainable tourism development;
 - opportunities and constraints (constraints of development / integration of sustainability);
 - incentive measures / legal framework to be put in place.
- Develop a Communications Plan for integrating sustainability into Morocco's tourism value chain, with a particular focus on Casablanca

CHUIR

The main objective of the assignment is to leverage IT and data solutions to optimize the flow of pharmaceuticals within the CHUIR and provide recommendations for an improved hospital pharmacy management system that can potentially be replicated at other University Centre Hospital in Morocco.

Key deliverables will include recommendations for a Road Map for an Information System to optimize pharmaceutical distribution within CHUIR and a Strategic Plan for increasing the efficiency of the hospital Pharmacy Management Systems.

Tasks are expected to include:

- Conduct meetings with the Committee of Medicines, the four directors of hospitals and site visits to the four pharmacies of CHUIR
- Identify international best practices in pharmacy-hospital supply chain and management systems, with a focus on multi-location scenarios
- Organize multi-stakeholder workshops with decision-makers, physicians, pharmacists and administrators
- Road Map for an Information System for Pharmaceutical Distribution and Strategy for Hospital Pharmacy Management System (with potential for replication in other University Centre Hospitals in Morocco)

The final selection and detailing of the assignment topics for Casablanca deployment (CSC Morocco Team5) and development of draft Scopes of Work (SOWs) for each sub-team will be completed by the last week of March 2014. Draft detailed SOWs will be distributed to Team members by this date for review and will include the allocation of team members to the respective SOW sub-teams. (The selected assignment topics will be detailed and narrowed in the SOW for each sub-team).