
Press release

PlaNet Finance Maroc announces the launch of the “underprivileged youth” program in the slums of Casablanca and Tangier

Casablanca, 27th August 2007 – On 13th July, PlaNet Finance Maroc (association affiliated to the PlaNet Finance International Solidarity Organisation) and its partner associations "Heure Joyeuse" and "Darna", announced the official launch of the action program for the integration of youngsters living in precarious circumstances in the slums of Casablanca and Tangier.

The "underprivileged youth" program aims to support 100 youngsters aged between 16 and 24, who have dropped out of education to find jobs by providing an overall system of economic and social integration over a 24-month period. 60 young people from Casablanca and 40 from Tangier have been selected; individual evaluation and follow-up records have been set up to help each beneficiary find the best fit for their skills, motivations and wishes.

The official launch of the program was announced on 13th July during the presentation of the results of a Survey implemented on 300 young people and 600 economic establishments. This study has led to a better understanding of youth expectations and needs involved in the "underprivileged youth" program, and to the identification of about 30 professions in different areas of activity, including trade, services, industry, computing and telecommunications.

The 100 youngsters chosen for the program will begin their training in September 2007, starting with refresher courses and sessions on young people's rights and responsibilities.

The "underprivileged youth" program is registered with the Moroccan National Initiative for Human Development (NIHD). The program is co-financed by the European Commission, the Accor Group, the Moroccan Ministry of Social Development, Family and Solidarity, Crédit Agricole, and PlaNet Finance Maroc together with the associations "Heure Joyeuse" and "Darna".

PlaNet Finance Maroc, association affiliated to the PlaNet Finance worldwide network, is a Moroccan charitable association working for the development of microfinance in Morocco. The aim of this institution is to support Moroccan microcredit institutions by creating the best conditions for their development, and also to extend and strengthen the sphere of microfinance activity in Morocco. www.maroc.planetfinance.org

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What are the opportunities for underprivileged youth in Morocco?

- Most underprivileged youth are single, from large families, and live with their parents.
- 43% of them are in financial difficulty and have a lack of professional experience and educational qualifications.
- The main reason for giving up studies is linked to poor material conditions and failure at school.
- 50% of underprivileged youth have already thought about setting up a microenterprise.
- Underprivileged youth are hoping to set up businesses in the areas of trade and services. The most rewarding areas seem to be trade and hairdressing.

Source: «Underprivileged youth», a study carried out among 300 youngsters aged between 15 and 24 (159 young women and 141 young men) in Casablanca and Tangier.

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