



SHARING KNOWLEDGE IS  
ENLIGHTENING THE FUTURE



## PRESS RELEASE

### Closing of the 4<sup>th</sup> edition of the « AWB-INJAZ in day » community days, organized by the Attijariwafa bank Foundation with INJAZ Al-Maghrib, for youth entrepreneurial education

**Casablanca, May 9, 2019** - The Attijariwafa bank Foundation, in partnership with the INJAZ Al-Maghrib association, closed on Saturday, April 27, the 4<sup>th</sup> edition of the community days, which was organized throughout the months of February, March and April, in **13 cities** of the Kingdom, around a new concept « AWB-INJAZ in a day », for the benefit of the entrepreneurial education of young people.

Like the previous editions, this 4<sup>th</sup> edition has been an unprecedented success thanks to the mobilization of nearly **220 volunteer employees** of the Attijariwafa bank group for the benefit of **4720 middle school students** in the 13 targeted cities (Casablanca, Marrakech, Fes, Meknes, Agadir, Inzegane, Oulad Taima, Tiznit, Rabat, Sale, Kenitra, Nador and Tetouan).

These community days were broken down into 6 phases during three months, on February 1, March 16, 23 and 30 as well as April 20 and 27, 2019.

It is noted that this 4<sup>th</sup> edition has combined different programs of the INJAZ Al-Maghrib association, in addition to the usual « Entrepreneurship Master Class » program, which was organized this year around raising awareness among young people with regards to the protection of the environment, in line with the recent accreditation of the United Nations Green Climate Fund, obtained by the Attijariwafa bank group last February.

The other programs concerned in this case : « Maharates Min Google », a digital skills training program ; the « Innovation Camp » program, which aims to introduce creativity and innovation methodologies to help young people respond to a given problem in a company and the « It's My Business » program, which is based on an introduction to entrepreneurship, featuring concrete examples to present to young people the essential characteristics of an entrepreneur and reveal their potential.



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Thus, it is in an atmosphere of conviviality and sharing that the Group's volunteer managers have introduced young middle school students to entrepreneurship, based on the concept of learning by doing.

All the beneficiaries of these various actions have been awarded a certificate of participation by the INJAZ AL-Maghrib association.

It should be pointed out that the theme of « support to entrepreneurship » is of strategic importance for Attijariwafa bank group at different scales and is also a strategic focus of its Foundation, in the wake of Al Mada group's societal project.

Thanks to this citizen action, The Attijariwafa bank group via its Foundation and through the large scale mobilization of its employees, reaffirms its strong commitment to supporting youth entrepreneurship.

### **About the Al-Maghrib association**

INJAZ AL-Maghrib is an association recognized for public utility created in 2007, under the impulse of the Al Mada group, whose mission is to reveal to young people their potential and give them the desire to undertake in schools through the company's involvement in public education. Its goal is to provide young people with relevant Junior Achievement educational programs delivered by business professionals to help them master the basics of finance, develop their entrepreneurial spirit, create a junior company or prepare for the challenges of working life. To fulfill this mission, 100 partners, companies and institutions support the Injaz Al-Maghrib Association. For more information : [www.injaz-morocco.com](http://www.injaz-morocco.com)

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