

July 2022 | ISSUE 25

SKiM PROJECT NEWSLETTER

Strengthening Knowledge Management
for Greater Development Effectiveness



DEDICATED
NEWSLETTER

**Morocco
Learning Route**

The regular series of [Learning Routes \(LR\) events](#) are planned and organized within each target country (Moldova, Morocco, Sudan) of SKiM Project supported by IFAD. This type of events creates opportunities for stakeholders to connect with each other, spend time together and experience the diversity of different knowledge management strategies and innovative solutions. The hosting country together with IFAD representatives and SKiM project team chooses local case studies that could be introduced and showcased to the stakeholders from other countries.

The key targets for the LR events are:

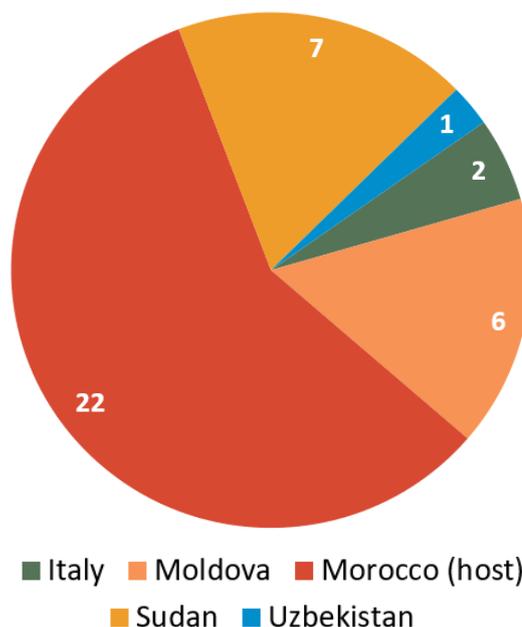
- ✔ Knowledge sharing promotion;
- ✔ Best practices and activities exchange;
- ✔ Employment and entrepreneurship support in agriculture.

In 2022 the Learning Route was hosted by Morocco on June 20–25th. The event participants from different countries were represented by rural development practitioners, academics, researchers, stakeholders and decision-makers.

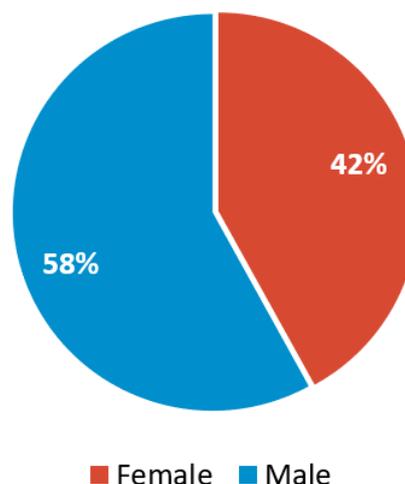
The Organizing Committee prepared six cases studies selected to represent local best practices within SKiM project thematic areas focusing on institutional knowledge management (KM), gender and youth support.

The case studies were located in different regions in Morocco and this allowed the participants to outline the difference of regional climate and soil conditions, economic development and agricultural specialties. The detailed description of each case study was presented in SKiM special newsletter dedicated to [Morocco Country Source Book](#).

Participants geography



Participants gender



CASE STUDY 1: Institutional arrangements in knowledge management for Moroccan agricultural sector: IAV Hassan II, ONCA, INRA, ENAM



The agricultural institutions from Morocco were sharing their experience and strategy of knowledge capitalization and further dissemination. The participants got to know about the local digital tools and management systems that were successfully developed and applied in Morocco:

- 👍 The national agricultural documentation center;
- 👍 Training and support center for rural development;
- 👍 ARDNA platform and many more.

Key learnings:

- ✅ Institutional arrangements to synergize KM efforts in agricultural sector;
- ✅ Multilateral partnership within different institutions to improve KM.
- ✅ Importance of knowledge capitalization and digitalization;
- ✅ Business ideas to support youth;
- ✅ Digital tools and platforms sustainable use and maintenance;
- ✅ Recommendations on participation in the local and international calls for funding.



CASE STUDY 2: Successful Operation of APIA, a national company for the promotion of local Products: notably honey and cosmetics products

The day was dedicated to the introduction of the family company established in 1998 and specializing on honey production. Today, APiculture Agriculture (APIA) is a cosmetics company with 14 stores in Morocco and a broad product range of food products.

The participants visited APIA HQ in Ouazzane region to meet with the Management Team of the company and learn about their experience and insights on business expansion and diversification.

Key learnings:

- ✔ Cooperative potential and how to make it work;
- ✔ Business diversification, i.e. ecotourism promotion;
- ✔ B2B and B2C practices combination;
- ✔ Small farmers and beekeeping value chain support;
- ✔ National and international quality certificate importance;
- ✔ Scientific research and innovation techniques monitoring and application;
- ✔ Collaboration with governmental and non-governmental institutions.



CASE STUDY 3: Bridging the gaps between academic research and practical farming

The LR participants travelled to the region of Larache to get to know about Berry-Nova farm and to learn about its success story that started back in 2018. The farm now exports high nutritional berries to European markets.

Key learnings:

- ✔ University knowledge linkage with production industry;
- ✔ Farm visibility and promotion importance;
- ✔ Qualified staff in place with the relevant background;
- ✔ Knowledge management system development;
- ✔ Constant information exchange between team members to share valuable organizational insights, successful experiences and failures;
- ✔ Digital agriculture tools significance and their use in given conditions.



CASE STUDY 4: Genetic resources conservation: a tool for sustainable agricultural development

The current case study describes Moroccan experience in conservation and management of Plant Genetic Resources (PGR) adding its valuable contribution to the FAO Global Plan of Action for Plant Genetic Resources for Food and Agriculture. The LR participants visited INRA research centre in Settat to explore the Genebank facilities and learn from the local experts.

Key learnings:

- ✔ Genebank and its vital role in the current climate and economical conditions;
- ✔ Impact of conservation investments;
- ✔ Technical aspects of Genebank operation and functionality;
- ✔ Informational system as a tool for data management;
- ✔ Cooperation with national and international institutions.



CASE STUDY 5: Community engagement and entrepreneurship in agriculture (incubators, startup creation; agribusiness master



The Mohammed VI Polytechnic University (UM6P) staff heartily welcomed the LR participants and organized an overwhelming tour throughout the university. The participants visited different laboratories and workshop rooms, learned about new programs on agribusiness, the digital library and research portal.

One of the core aspects shared with LR participants was dedicated to incubation and speeding up the transition from lab to market and startup life cycle description from idea creation to scaling up stage.

Key learnings:

- ✔ UM6P enterpreneural mindset;
- ✔ Women and youth support in startups;
- ✔ Programs to support innovation management and strategic thinking;
- ✔ "Learn by farming" concept;
- ✔ Innovative knowledge management approaches and digital technologies.



CASE STUDY 6: Development of the value chain of the aromatic and medicinal plants in the Marrakech-Safi region

In the ultimate day of LR the participants were invited to Marrakech to get to know about MENARA cluster, its activities and innovative mechanisms to support women's cooperative, helping their empowerment and inclusion to the society. The management of the cluster also introduced the CAIAC centre, the first African centre dedicated to agri-food and cosmetics. This centre was launched within the frames of new cooperation with GIZ and the Cadi Ayyad University.

Key learnings:

- ☑ Industrial clusters creation and development;
- ☑ Recruitment and incubation of start-ups, researchers, companies and international investors;
- ☑ Services to support business ideas on every stage of the development;
- ☑ Good practices, synergies and companies' performances promotion;
- ☑ Support for innovation and R&D activities within cosmetics and agri-food ecosystem;
- ☑ Increase Moroccan attractiveness for international investments.



At the end of the Moroccan Learning Route event the participants had dedicated sessions to reflect on the received knowledge and experience, to exchange their inspirations from the learning journey and the solutions that they are ready to share with their home institutions for further consideration and implementation.

Taking this opportunity, we would like to thank all the hosting organizations and partners, event participants and coordinators for the flawless event implementation and their contribution to the common goals of knowledge-driven actions.



Some reflections and feedbacks from Moroccan Learning Route participants

Diversification and development of value chain are very important. Good and strategic management.

It was a very interesting visit, combining the scientific aspect with the practical one. We have seen how knowledge is applied in practice and what the end result is.

I was amazed by the organization of the National Consolidation Bureau and its missions. Another point is the modernization and implementation of new mechanisms that contribute to the development of agriculture. All these mechanisms and tools are particularly important and need to be implemented in my country to ensure effective knowledge management and exchange of experience between farmers and various experts.

It was especially important to learn from our colleagues the strategic areas of research and agriculture in general. I believe that it would be necessary to organize a series of trainings on the territory of our country with the participation of experts from different countries, in order to train local experts.

It will be great if we create a standard framework for the organization to build such practices in agriculture also to be agile for localization.

The importance of the conservation of plant genetic heritage in ensuring of the food sovereignty of our country .

The open innovation approach is critical to build a sustainable ecosystem that favors the community engagement.

Innovation is the pivotal to this farm competitiveness.



SKiM Partners publications about Moroccan Learning Route

[INRA](#) →

[ONCA](#) →

[IAV Hassan II](#) →

[ARDNA](#) →



Useful links to learn more about SKiM Learning Route events

[Morocco Learning Route](#) →

[Morocco Country Source Book](#) →

[Sudan Learning Route](#) →

[Sudan Country Source Book](#) →

[Moldova Learning Route](#) →

[Moldova Country Source Book](#) →

SKiM

**Strengthening Knowledge Management
for Greater Development Effectiveness
in the Near East, North Africa,
Central Asia and Europe**



Don't miss any news from SKiM project!

Find past newsletters here:

- | | | | | | |
|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Issue 1 → | Issue 5 → | Issue 9 → | Issue 13 → | Issue 17 → | Issue 21 → |
| Issue 2 → | Issue 6 → | Issue 10 → | Issue 14 → | Issue 18 → | Issue 22 → |
| Issue 3 → | Issue 7 → | Issue 11 → | Issue 15 → | Issue 19 → | Issue 23 → |
| Issue 4 → | Issue 8 → | Issue 12 → | Issue 16 → | Issue 20 → | Issue 24 → |

SKiM project implementing partners



SKiM Partners in Sudan



SKiM Partners in Morocco



SKiM Partners in Moldova



Author: Svetlana Saakova, Knowledge Management Research Fellow (ICARDA)

Email: s.saakova@cgiar.org

Photo Credits: APIA, Berry-Nova Farm, CAIAC Centre, ENA Menkes, IAV Hassan II, INRA Morocco, ONCA, UM6P