

Com.E® Partner

organisational development & learning

**COM.Eco2N Working Group; Marrakech**

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# INTRODUCTION

## PROBLEM DESCRIPTION

- Unemployment among young graduate from Universities;
- University education and services not adapted to real need of market;
- Young graduate with no training to facilitate their transition to working life;
- Active cooperation and partnerships for the commercialization of research results and the development of new technologies has remained low;
- High risk of a vast amount of research results with high commercial potential remaining in laboratory shelves;
- The transfer of technology from university to industry in the form of the commercialization of research

# WHAT IS AND DOES A STUDENT CONSULTANCY?

A Student consultancy is an organization that provides services to firms implementing the know-how (general business or engineering) from school or university in which it operates.

## GOAL OF A STUDENT CONSULTANCY

To enhance the intellectual power and professional expertise of young graduates through direct cooperation between University and industry, which contributes to the economic, social and environmental development.

## COMPETITIVE ADVANTAGES IF COOPERATING WITH STUDENT CONSULTANCIES

- Recruitment pool (incl. Alumni associations)
- Cost reduction through job delegation to student consultancy
- CB of future national staff reputation in guest country
- Possible contribution of student consultancy (Data gathering, Pre-feasability studies, applied research and development)

## JECA EXAMPLE OF A SUCCESSFUL STUDENT CONSULTANCY IN MOROCCO

MOROCCO

JECA



The JECA is Founded in July 2008

First student consultancy related  
to the University and in  
Environmental Field at the  
National Level

The Coordination is shared  
between the Centre for Studies  
and Research on Water & Energy  
and ComE.Partner

- We need an interdisciplinary approach !



## OUR OBJECTIVES

Setting up a new model of development, we believe that the convergence of our effort can generate socio-economic structuring for our members and community groups

Capitalisation of the intellectual power of young graduates and Junior professionals

Facilitating the transition into professional life for the young graduates by a strong cooperation with Universities incubators and industrials

Creating a Moroccan expertise in the Environmental and Renewable Energies fields

Putting into practice the theoretical study received at the University and giving students entrepreneurship experience by their participation in innovative research and development projects

Develop proposals for services, submit to the professional in a network approach

Transfer of Technologies and Know-How between Germany and Morocco in Environmental and Renewable Energies Fields

## OUR APPROACH IN JECA

**The idea is to develop a strong network between Public companies; research institutes and industrials to turning laboratory research results into commercially viable products. This network between University, Public and Private institutions facilitate and accelerate innovations and then bring them to market maturity, thus ensuring the long-term, economic success of the involved institutions.**

**A National and International networking represent an efficient instrument for the concentration of resources and finding, the achievement of critical dimensions and the guaranteeing of the dissemination of knowledge and expertise, which represent factors strengthening both locations and the economy on a sustained basis.**

## OUR PARTNERS

- Several Partners were sensitive to our Initiatives and have agreed to support the JECA





# OUR SUCCESS, OUR DEALS: STARTING MY OWN BUSINESS? WHY NOT?

Conversation workshops between the Student and company manager to achieve a common goal and Share new Experiences



Together, we tried to bring Student in need Ideas and Skills to help them succeed in the competitive global Economy



Developing the employability of the Students and improve their contact with the business world



# OUR PROJECTS

Treatment and valorisation of municipal solid waste by dry biomethanisation technology

**Biomass is available !**

**technology**

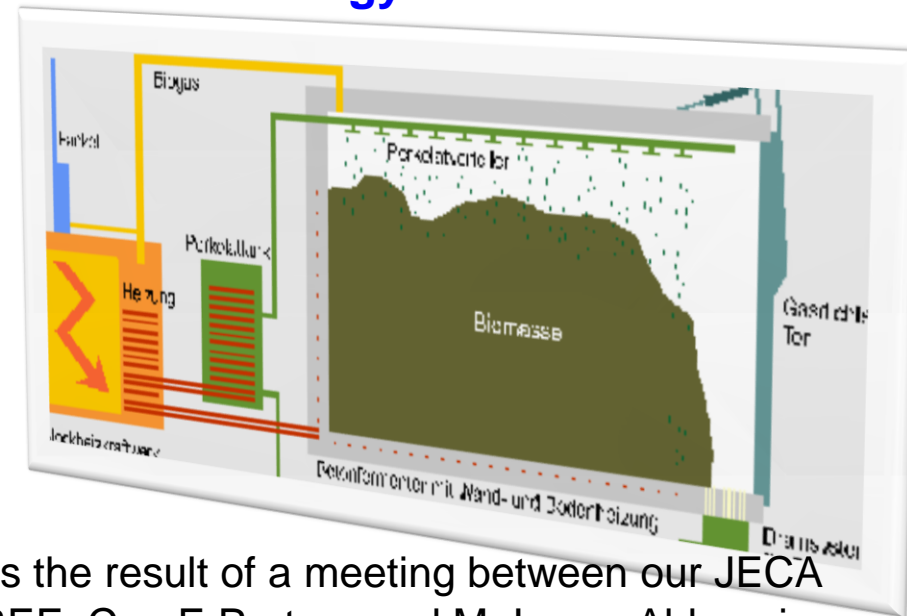
**Technology is available !**



**Why do we not act ?**

**Total Waste 23.360 t/year**

**Installation Capacity 27.000 t/year**



This project is the result of a meeting between our JECA team, CNEREE, ComE.Partner and M. Issam Abbassi;

Together we decided to create a project to valorise the organic Solid Waste by producing Biogaz and Biocompost



# Integrated Olive Mill Wastewater management by innovative Technologies for Tensift-Haouz Basin



Olive oil production dominates the agricultural sector in Morocco

14% of Olive Oil Production in MENA Region

0.5 – 1.5 m<sup>3</sup> of OMW per 1000 kg of olives are produced depending on the applied process



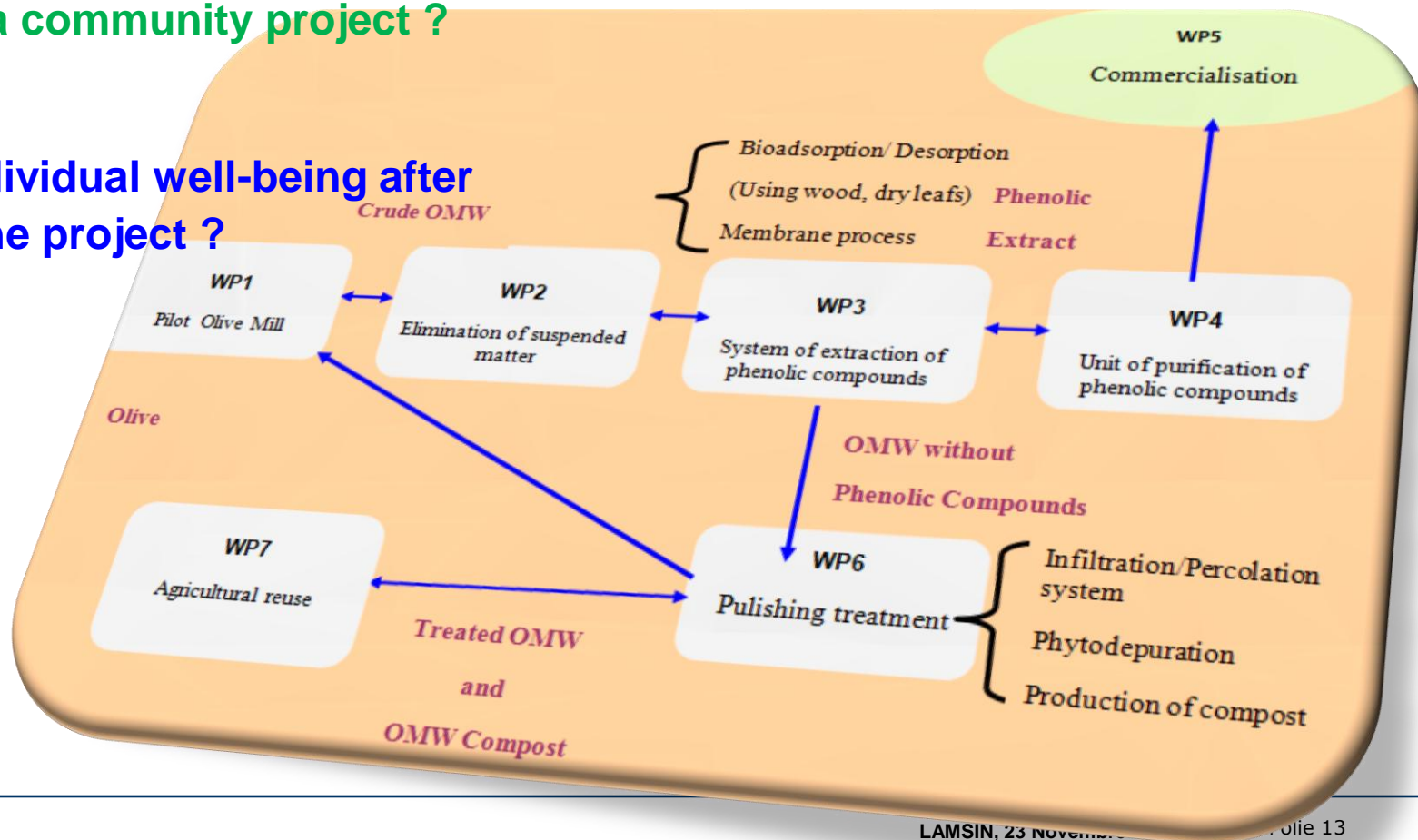
# OBJECTIVES AND STRUCTURE OF THE PROJECT

This project aim to transfer the technology and knowledge, at low-cost and easy to apply method to dispose olive mill wastewater in Morocco. Also this project will focus to develop strategies together with all stakeholders, to change the practice olive transformation process to new demand of society in term of ecosystem services.

**How to Convince and mobilise farmers to participate in a community project ?**

**Planning Process**

**How changes their individual well-being after the realisation of the project ?**



# The Com.ECO2N Business model

- Company becomes sponsoring partner of one of more student consultancy;
- Donation as part of strategic CSR activities;
- Only Sponsors getting access to recruitment;
- First countries: Morocco, Syria, Egypt;
- Sponsors became member of scientific board of student consultancies.





# THE ROLE OF THE STUDENT CONSULTANCY IN THE EXPECTED PROJECTS



- ❑ Help ethical firms by accompanying them on long and short term mission; Sign several partnership in order to be sure that the project has a long-term sustainability
- ❑ The JECA can play a key role in the preparation phase of the projects, like consulting activities with institutional partners, coordination and supervision of the project at local level, Data collection, Development of a strategy of awareness and mobilization of the target population; participation in the technical and economic feasibility Study; Impact study of the project;
- ❑ Training and advising of young entrepreneurs; Development of new businesses; Creating sources of income for young graduates;
- ❑ Strengthening public private partnerships in the sector of environment and energy;
- ❑ Availability of high quality consultancy services at reasonable costs to National and International Industrial

# AMBITIOUS PLAN FOR MOROCCO CHALLENGES FACES IN ITS GROWTH PROCESS

## Green Morocco Plan



Plan aims to attract investments estimated at 909 million euro per year. In other words, its goal is to double the agricultural GDP in ten years, producing a wealth of an additional 9 billion euro in 2020. The programme also aims to create one million agricultural companies.



## The National Charter of the Environment and Sustainable

## Moroccan national strategy for renewable energy

By 2010, the plan expects to achieve an 80 percent rate of rural electrification, install 1,000 megawatts of wind capacity and 400,000 square meters of solar collectors, reduce rural use of biomass for energy by 50 percent, and supply 12 percent of the nation's energy with renewables.

# CONCLUSION

## FURTHER POSSIBLE ASPECTS OF CHANGES

- ✓ Intensification of University-Industry collaboration for turning laboratory research results into commercially viable products;
- ✓ Changes of individual and social well-being;
- ✓ Change to an environment-friendly behaviour;
- ✓ Promote Renewable energies production in MENA region;
- ✓ Participation of young graduate in political and social decision during planning process



# OUR JUNIOR CONSULTANT QUALIFICATION PROGRAM NEEDS YOUR SUPPORT

**Please contact me:**

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THANK YOU VERY MUCH