

# 2018

## ACTIVITY REPORT





# SUMMARY

04	2018 activities
14	Networks
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**2018**

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**ACTIVITIES**

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# RACINES CARRÉES

## THE INCUBATOR DEDICATED TO CULTURAL STRUCTURES

In a current situation where the cultural and artistic offer is neither sufficiently developed nor accessible to all, the need for professional and effective cultural actors is crucial. To overcome these shortcomings and foster the emergence and strengthening of actors on the artistic and cultural scene, Racines association launches Racines Carrées, the first incubator only dedicated to cultural structures (associations, artistic companies, cultural firms, freelancers, collectives, individuals, etc.) in Morocco aiming to improve the cultural offer and its accessibility by all audiences.

Racines Carrées offers a 12 months programme including :

- Collective trainings (elaboration of cultural projects, communication, financial management and accounting, law, etc.)
- A personalized accompaniment for each project
- Immersion internships in partner organizations abroad
- Support for the organization of popular education activities, in favor of audiences with no access to culture
- Access to an equipped coworking space and a center of documentary resources.

The project holders are evaluated at the start and by the end of the incubation by a jury of Moroccan and international professionals. They are then invited to present and promote their productions during the annual festival-market.

### IN NUMBERS

- 12 projects held by 19 people
- 5 trainings
- 10 projects of popular education in Casablanca, Taroudant, Tiznit, Salé (music, circus, visual arts, sound creation, parkour, theater)
- 4 immersion internships done, 6 in progress

• Useful links :  
[Racines Carrées' facebook page](#)  
[Racines Carrées' website](#)

> Partner

**drosos (...)**

# MERCREDIS DE RACINES

## 6TH EDITION

From february 24th to June 30th 2018, Racines and its partners organized the “Etats Régionaux de la Culture”, within the framework of the 6th edition of “Mercredis de Racines” in : Beni Mellal, Rabat, Tangier, Azrou, Laayoune, Tiznit, Tinghir, Oujda, Casablanca, Safi and Guelmim.

It is a tour in the 12 regions of Morocco, in order to analyse and evaluate local cultural policy that is implemented by the communes and the regional councils.

The “Etats Régionaux de la Culture” are part of the process of regionalization launched by Morocco since 2015, and aim at doing a diagnosis of the cultural sector, the mapping inventory of artistic structures and the state of affairs of cultural policy in the regions, in order to suggest practical and efficient recommendations for the implementation of cultural policy that is adapted to each region, following the goals of advanced regionalization and the prerogatives of regional councils.

### IN NUMBERS

- 11 meetings in 11 regions :  
Béni Mellal-Khenifra, Rabat-Salé-Kenitra, Tanger-Tétouan-Al Hoceima, Fès-Meknès, Laayoune-Sakia El Hamra, Souss-Massa, Draa-Tafilalt, l'Oriental, Casablanca-Settat, Marrakech-Safi, Guelmim-Oued Noun.
- 316 participants to the different meetings
- Useful link :  
Event page “Mercredis de Racines#6”

#### > Partners :



#### > Associations in the regions :





# ÉTATS GÉNÉRAUX DE LA CULTURE AU MAROC - 3RD EDITION

Since 2014, Racines organizes each two years the “Etats Généraux de la Culture in Morocco”

“Etats Généraux de la Culture in Morocco” is a national event gathering Moroccan and international operators of the cultural sector and aims the evaluation of the achievements in terms of cultural policy between two editions, on the basis of a continued work of monitoring, diagnosis, surveys, mapping, data collection and meetings with the stakeholders in Morocco.

Moreover, “Etats Généraux de la Culture in Morocco” is a moment of exchange of expertise and practices, of networking between professionals, decision-makers and culture users, coupled with an artistic and cultural programming that is open to the public at large.

The theme of this edition, “Cultural policy in the Regions”, focused on the evaluation of the implementation of the new moroccan law on regionalization, and the role of local authorities in the implementation of local cultural policy.

Each edition of “Etats Généraux de la Culture” leads to recommendations for cultural policy in Morocco, but also to cooperation projects with African, Arab and European partners.

This year, the “Etats Généraux de la Culture” were organised in Tiznit, in partnership with Tiznit Association of Urban Cultures, within the framework of the 8th edition of its festival Amur’Art.

## IN NUMBERS

- 400 participants to the different panels and discussions
- 20 countries represented from Africa, the Middle East and Europe
- 54 structures and organisations
- 63 artists
- 25 moroccan associations (local and regional ones)
- 50 participants to the workshops
- 2 giant mural frescos
- 7000 spectators
- Useful links :  
Facebook page “La culture est la solution”  
Bilingual publication (arab/french) “The cultural policy in the Regions”

### > Partners :





# TAQAFA MOUWATINA

## EMANCIPATION THROUGH EDUCATION

Taqafa Mouwatina aims, through its different activities, to contribute to citizen education, through sharing knowledge about laws and Moroccans', parliamentarians, elected people and decision-makers' rights and obligations, in order to promote a culture of participative democracy, dialogue, free expression in the public sphere and accountability, all using innovative and creative tools. This project advocates for the promotion of civic education as a tool for emancipation and liberation of the citizens' speech, particularly youth, civil society organizations and citizens.

Taqafa Mouwatina is a project including five main activities:

- The production of four educational books on civic education.
- The creation of an online platform (site-in.net), in order to publish the contributions of citizens and experts (60 posts per month: articles, video reports, photos, podcasts, etc.)
- The organisation of four regional meetings in: El Jadida, Agadir, Oujda and Tangier, and an international meeting on civic education.
- The publication of a document of state of affairs, diagnosis and recommendations on civic education in Morocco, following the five meetings mentioned above.
- A national tour in 12 cities in Morocco, with 3 different workshops for youth : citizenship, citizen journalism and capacity-building in advocacy.

**IN NUMBERS**

- 260 participants to the regional meetings
- 4 regional meetings in El Jadida, Agadir, Oujda et Tangier
- Useful links :  
 Taqafa Mouwatina's brochure  
 Event page "Taqafa Mouwatina"  
 Citizen expression plateform site-in.net  
 Facebook page site-in.net

**> Partner :**



**> Associations in the regions :**







# TRANS-MAKING

Initiated by Relais Culture Europe, trans-making is an international programme of innovation and academic or applied research, through exchanges between twenty cultural and artistic organisations in Europe, Asia, South America and Africa.

The goal is to create a network of collaborative and multilateral work, gathering experts from different fields and disciplines, and working for social, economic and democratic development through culture.

Racines is one of those organisations. In 2018, it received, within the framework of this programme, three cultural actors from PASAJ/BIS and the technical university of Istanbul (Istanbul, Turkey) and Pracownia Kultury Aktualnej (Lubin, Poland). Members of Racines' team also completed mobilities in the University of Valencia (Spain) and Relais Culture Europe (Paris, France).

## IN NUMBERS

- 2 mobilities done by Racines' team in the University of Valencia (Spain) and Relais Culture Europe (Paris, France)
- Hosting of 3 cultural actors, from Istanbul (Turkey) and Lubin (Poland)
- Useful link :  
Website of the trans-making program

### > Partners :



# HAKWARA BY SPEAKART

"FOR THE PROMOTION OF THE CULTURE OF FREEDOM OF EXPRESSION"

Racines organised the cycle of meetings "Hakwara : for the promotion of the culture of freedom of expression" from March 22nd to 25th, 2018, in Casablanca, at Cinema Rialto and the Fabrique culturelle des anciens abattoirs.

Hakwara suggests an open debate on freedom of expression as a defining element of the citizen, of society and democracy in Morocco.

Hakwara follows up on the project "SpeakArt - for the promotion of freedom of expression and the culture of accountability", aiming at raising citizens' awareness to their fundamental rights and to accountability.

The programme included: theater, debates on freedom of expression and freedom of artistic creation and the screening of the documentary "My sweet school" produced by Racines within the framework of the project SpeakArt, and directed by Rajae Hammadi and Zakaria Rochdi.

## IN NUMBERS

- 660 participants and spectators to the meetings and artistic programming

- Useful links :  
Event page on Facebook  
Hakwara's programme



> Partner :



# BARAKA ! TOGETHER AGAINST VIOLENCE

## DAY OF RAISING AWARENESS ON THE VIOLENCES AGAINST WOMEN IN THE PUBLIC SPACE

“BARAKA! Together against violences” is the motto of the national campaign launched by Oxfam in Morocco, in order to question the gender based stereotypes and to contribute, through artistic expression, to the deconstruction of social norms which perpetuate violences.

Racines joined this campaign by organising an awareness day regarding violences against women in the public space, through a street theater play and a parade with giant puppets made by Théâtre Nomade, but also concerts on the Nations Unies square in Casablanca.

This awareness day was an opportunity to sensitize and call out the public at large, through art and culture, in order to mobilize them around this issue and encourage all the members of the community to contribute actively in changing the status quo justifying sexual violence in the public space.

### IN NUMBERS

- More than 2000 spectators
  - 6 comedians | 10 musicians
  - 3 giant puppets were created for a parade in Nations square.
- Useful links :  
Event page on Facebook  
Best of video of the event

#### > Partner :



# ARTISTIC CONTEST

## "ANA HUNNA / I AM HERE"

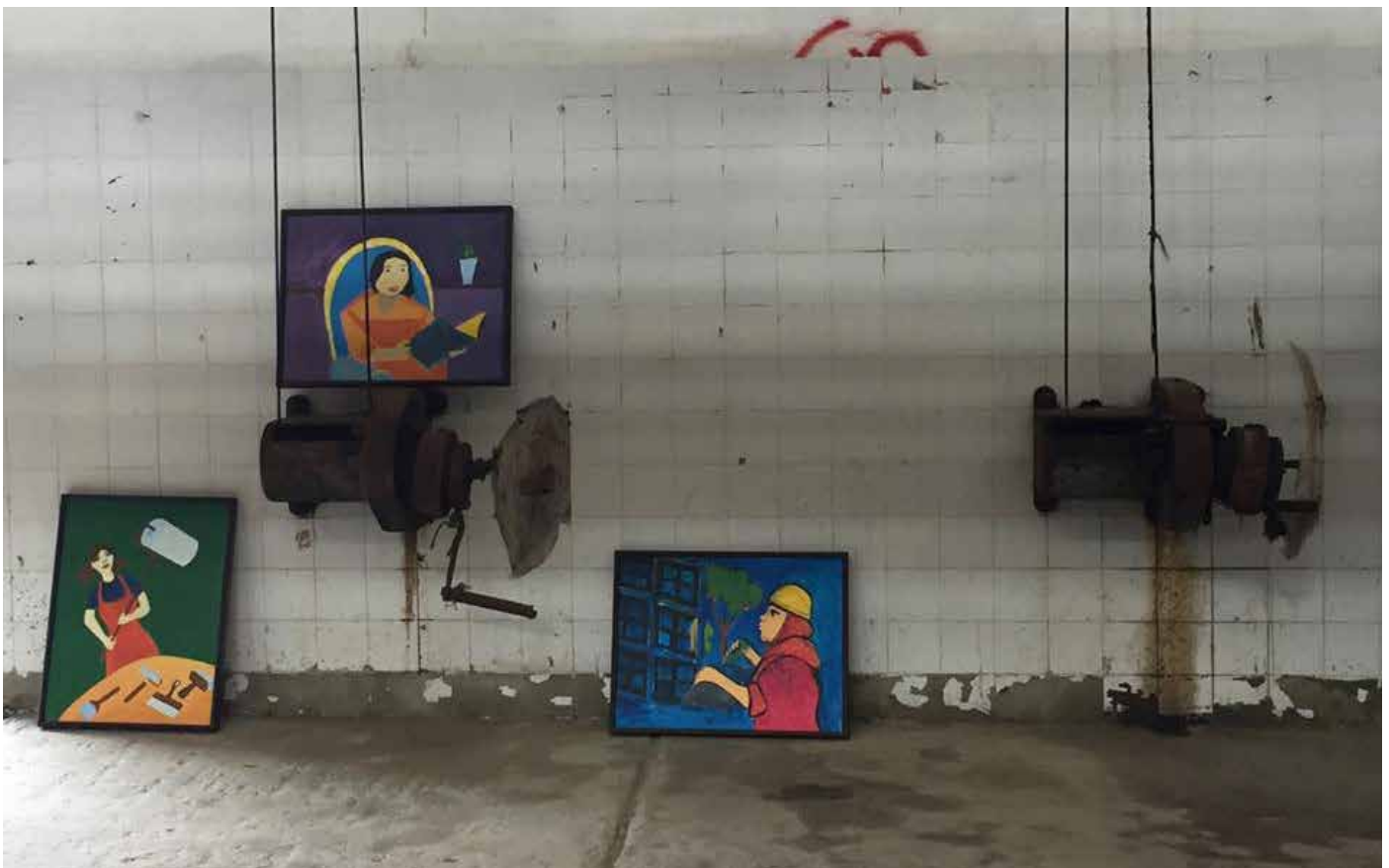
In partnership with the German Agency of International Cooperation - GIZ, and within the framework of the EconoWin programme in collaboration with Tanmia.ma association, Racines launched an artistic contest "ANA HUNNA / I AM HERE" for amateur artists, in order to raise the awareness of the public at large, through artistic creations, on the challenges hindering the equal access of men and women to work.

Thus, a money award was given to 3 artworks from 3 artistic disciplines (photography, illustration/drawing and plastic arts). The selected young artists also participated to a collective exhibition, along with 3 professional artists Zainab Fassiki, Aïcha El Beloui and Imane Djamil, on April 4th, 2018, at the Fabrique Culturelle des Anciens Abattoirs in Casablanca. This exhibition also hosted the creations of children, that were produced during workshops organized by Tanmia.

### IN NUMBERS

- Award given to 10 artists (confirmed, amateurs, children)
- 600 participants to the exhibition
- Useful links :  
Even page on Facebook  
Best of video of the exhibition

#### > Partners :





## "MY SWEET SCHOOL"

"My sweet school" is a 52 minutes documentary directed by Rajae Hammadi and Zakaria Rochdi and produced by Racines. It traces the genesis and the implementation of the project "SpeakArt - for the promotion of freedom of expression and the culture of accountability".

Initiated by Racines, with the support of the British Embassy in Rabat, the project SpeakArt aims at raising the citizens' awareness to their fundamental rights and accountability.

After an artistic residency at the "Fabrique culturelle des anciens abattoirs" in Casablanca, Racines produced the forum theater play "my sweet school", that was subject to a 3 weeks national tour in 12 cities in Morocco (Oujda, Azrou, Tangier, Rabat, Tinghir, Afourar, Safi, Casablanca, Guelmim, Akka, Tiznit and Biougra).

In each city, a day of theoretical and practical training workshops was organized to initiate youth to the technics of forum theater and theatrical expression, and to train them on themes related to citizenship. The presentation of the forum theater play was scheduled for the evening in the public space.

**The documentary was screened in different cities : Paris (during the Apéros politiques du CICP - International Center of Popular Culture and in IReMMO), Casablanca, Beni Mellal, Rabat, Tangier, Azrou, Laayoune, Tiznit, Tinghir, Tatioft, Oujda and Safi.**

> **Partner :**



### EN CHIFFRES

- 1500 copies of the booklet of the SpeakArt tour were shared with different organizations in Morocco, France, Belgium, Italy, Jordan, Palestine, Tunisia, Spain, Slovenia, Bosnia, ...
- Useful links :  
[Trailer of the documentary "My sweet school"](#)  
[To watch the documentary in french subtitles](#)  
[To watch the documentary in english subtitles](#)

# NETWORKS

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# AFRICAN CULTURAL POLICY NETWORK [ACPN]

The African Cultural Policy Network (ACPN) is an online network initiated in June 2017 by Mike van Graan (South Africa) and Adel Essaadani (Morocco). ACPN collaborates with other complementary operators from the african creative sector. 72 founding members from 23 African countries adopted the Constitution and elected the first steering committee of ACPN.

ACPN held a meeting during the 3rd edition of “Etats Généraux de la Culture au Maroc”, in Tiznit, on November 9th, 2018. The participating members are from Senegal, Rwanda, Morocco and Zimbabwe. They discussed the possibilities of collaboration in the future and identified the priorities for the cultural creative sector.

> [www.africanculturalpolicynetwork.org](http://www.africanculturalpolicynetwork.org)



# MARSAD MEDITERRANEAN ACTION AND RESEARCH FOR SUSTAINABILITY AND DEVELOPMENT

The partners in the MARSAD project - Me'zaf (Lebanon), Our culture first (Tunisia), Elmadina (Egypt) and Racines (Morocco) - reunited in Tiznit, on November 7th and 8th, 2018, within the context of the 3rd edition of “Etats Généraux de la Culture au Maroc”. Cultural actors from Croatia (Kurvic) and Bosnia and Herzegovina (Crvena) were invited to join these meetings, in order to launch the preparations for the 1st “Etats Généraux de la Culture” in the Mediterranean that are scheduled for the autumn of 2019.

MARSAD (Mediterranean Action and Research for Sustainability And Development) was implemented in 2017, and enabled the creation of a collective platform of research, evaluation and observation of cultural policies in the region, in order to develop an advocacy dedicated to the public institutions, in preparation for the Etats Généraux de la Culture in each country.

The project also aims at sharing know-how between the partners, at reinforcing and federating a network of regional cultural operations, thus providing them with a common tool and documentary resources and data on cultural policy ([www.marsad-observatory.org](http://www.marsad-observatory.org))



**CONFERENCES**

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**& MEETINGS**

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**> Spring academy : Trans-making, Valencia (Spain)**

Racines participated to the Spring Academy organized in Valencia by Econcult (the unit of research on cultural economy and the University of Valencia), from March 5th to 8th, 2018, on the theme "Enacting cultural democracy: the location of narratives", within the framework of the trans-making project.

The project is initiated by the association Relais Culture Europe, within the framework of the programme Horizon 2020 and gathers twenty partners. Its goal is to enhance the research capacities through exchange of knowledge, expertise, competencies and experience between academic structures and NGOs from Europe, Africa and America.

**> SouthMedCV : Final Conference, Brussels (Belgium)**

Mehdi Azdem, Racines' general director, attended the final conference of the programme Southmed CV, on April 10th in the Center of fine arts-Bozar, (Brussels-Belgium). This conference aimed at presenting the results and impacts of the 38 projects of the programme, implemented in Morocco, Algeria, Tunisia, Egypt, Jordan, Lebanon and Palestine. It was an opportunity for the organizers to present and diffuse the publication "Mahattat", retracing the dynamics initiated by those 38 projects in the MENA region between 2015 and 2018.

Racines benefited from the programme SouthmedCV in 2017 to produce the publication "Why culture is the solution?", along with the research platform "www.marsad-observatory.org" within the framework of the project MARSAD.

**> Arts Festivals Summit, Ljubljana (Slovenia)**

Aadel Essaadani, Racines' general coordinator and Dounia Benslimane, Racines' directress of partnerships and development, attended the Arts Festivals Summit, from April 11th to 14th, 2018, in Ljubljana (Slovenia). The event was organized by the Association of European Festivals (EFA). EFA is a network of festivals (music, dance, theater,...) created in 1952, and gathering nowadays 100 festivals from 40 countries.

**trans·making**



**> Culture, development driver of the cities of the future, Lyon (France)**

Dounia Benslimane, Racines' directress of partnerships and development, participated to the panel "Culture, development driver of the cities of the future", within the framework of the 8th edition of EuropeanLab Forum, that took place from May 7th to 9th, 2018 in Lyon. This event was organized by the association Arty Farty, in parallel with the festival "Nuits Sonores" in Lyon.

**> Trans-making, Valencia (Spain)**

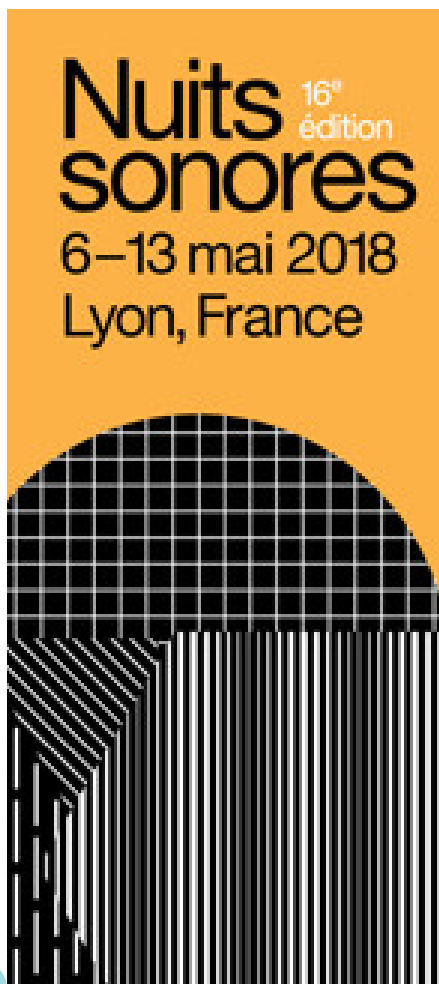
Mehdi Azdem, Racines' general director, joined the department of cultural economy - EconCult - in the University of Valencia (Spain), on July 2018. His stay enabled him to deepen his research on cultural policy and to meet with professionals and cultural actors in Valencia (Spain).

Those exchanges and investigations are part of the Trans-making project, gathering artists, universities' staff, researchers and cultural and civil society operations from all over the world, in order to reflect on ways of mutual collaboration. The research field that Mehdi Azdem is interested in is related to cultural economy, cultural policy and new models of funding of culture.

**> Trans-making, Paris (France)**

Within the framework of the trans-making project, Dounia Benslimane spent a month (August 2018) in Paris, with Relais Culture Europe association.

She met many NGOs and public institutions in Paris (associations, ministries) and made interviews with different actors working on civic education. Dounia's research aims at exploring the different approaches of popular education, particularly those implemented by civil society organizations, and how public institutions contribute to and support those organizations.



**> 5th pan-african cultural congress, Addis-Abeba (Ethiopia)**

Aadel Essaadani, Racines' general coordinator, participated to the 5th pan-african cultural congress, that took place in the headquarters of the African Union in Addis-Abeba, from September 5th to 7th, on the theme "Advancement of the 2063 development plan of the African Union through culture and african creative economy".

Aadel Essaadani was with three other members of the African Cultural Policy Network: Mike van Graan (South Africa), Josh Nyapimbi (Zimbabwe) and Ayeta Wangusa (Uganda).

**> UNESCO Chair - Cultural Policy and cultural diplomacy, Istanbul (Turkey)**

Racines congratulates its friend and partner, Professor Serhan Ada, director of the research center on cultural policy and management, in the department of arts and cultural management at the University of Bilgi (Istanbul, Turkey), along with all his team, for the acquisition of the UNESCO chair - Cultural policy and cultural diplomacy. Racines was represented by Dounia Benslimane, its directress of partnerships and development, during the official launching ceremony that took place at the university, on September 21st, 2018, in the presence of its chancellor, professors, doctors, students and international guests. This ceremony was an opportunity to present the Yearbook 2017-2018 "culture and populism", published by the center and coordinated by Professor Milena Dragicevic Sestic (Arts University of Belgrade, Serbia, directress of the UNESCO chair - interculturalism, artistic management and mediation) and Dr. Jonathan Vickery (associated professor at the center for cultural policy and media studies at the University of Warwick, United Kingdom).

**> 8th edition of the Youth Forum, Tabarka (Tunisia)**

Rajaa Essaghyry and Quitterie Berchon, two members of Racines' team, took part in the 8th edition of the Youth Forum, initiated and supported by the French Institute of Tunisia and organised by the Shanti association.

The Forum took place from 12th to 14th of October 2018 in Tabaraka, Tunisia on the topic: "Culture and territorial attractivity: a potential of economic development for the youth", and especially on the North-West region of Tunisia. In total, almost 160 young cultural operators from Tunisia, Mediterranean countries and West Africa attended during 3 days, a complete programme of training in project engineering, exchanges and debates, human and professionals meetings and artistic and cultural events.



**> Arts and freedom: passport for reality, Palermo (Italy)**

Aadel Essaadani, Racines general coordinator and steering committee member of the African Cultural Policy Network (ACPN), has attended the international meeting “Arts and freedom: passport for reality” organized in Palermo (Italy) on the 13th October 2018, within the framework of Sabir Festival, by Arci, BJCEM, ArtLab/ Fondazione Fitzcarraldo and Con. Me.-Contemporaneo Mediterraneo.

During this meeting, artists, cultural operators and international networks discussed the artistic practices that strengthen dialogue between cultures and that often become extraordinary projects in the battle for human rights against discrimination.

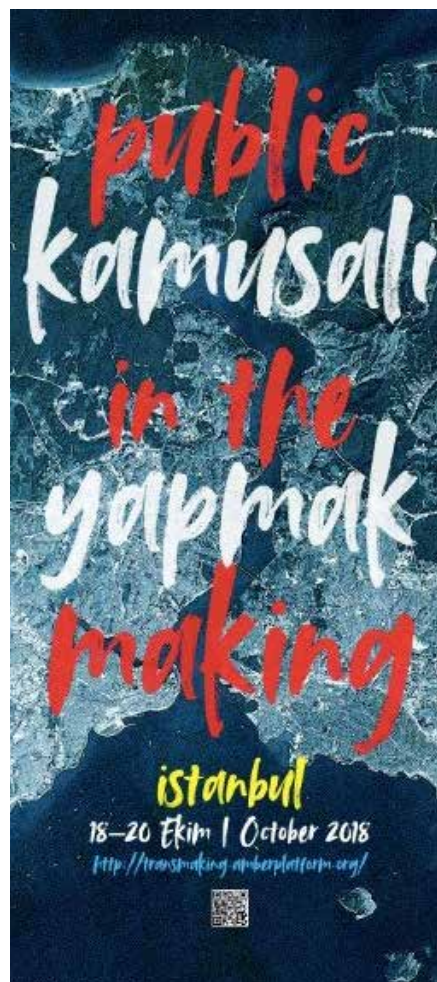
**> Public in the Making, Istanbul (Turkey)**

Within the framework of the trans-making project, Mehdi Azdem (Racines’ general director) and Rajae Hammadi (Racines’ communication manager) participated to the meeting organized by the Turkish partner AmberPlatform from October 18th to 20th in Istanbul, Turkey, on the theme “Public in the Making”. Led by Relais Culture Europe and funded by Horizon 2020 programme, the project includes twenty partners from Europe, Africa and America and aims to strengthen research capacities through the exchange of knowledge and experience between academic and non-academic cultural operators.

**> 12th session of the Intergovernmental Committee of the 2005 Convention, Paris (France)**

Racines attended the 12th session of the Intergovernmental Committee of the 2005 Convention for the Protection and Promotion of the Diversity of Cultural Expressions, at UNESCO Headquarters in Paris from December 11th to 14th, 2018.

During this session, the Committee had to approve the revision to the operational guidelines on Article 9 (“Information sharing and transparency”), including the framework for Quadrennial Periodic Reports. This revision will harmonize the framework of the periodic reports with that of the follow-up to the 2005 Convention. The Committee also adopted a roadmap on the implementation of the operational guidelines concerning the Convention in the digital environment, as well as new projects funded under the International Fund for Cultural Diversity (IFCD). It reviewed a strategy for mobilizing partners of the 2005 Convention, and finalized its report on activities to be presented to the seventh session of the Conference of the Parties.





**RACINES**

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**ON THE WEB**

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**RACINES**  
9 133 likes  
9 158 followers

**LA CULTURE EST LA SOLUTION**

3 104 likes  
3 138 followers

**ARTMAP**  
924 likes  
934 followers

**MARSAD**  
756 likes  
767 followers

**SPEAKART**  
917 likes  
933 followers

**SITE-IN**  
903 likes  
903 followers

**RACINES CARRÉES**  
1 249 likes  
1 277 followers

**THE "ASSOCIATION RACINES" GROUP**  
2 476 members



**WWW.RACINES.MA**  
+ 16 173 open sessions  
7 min average duration of the sessions  
+ 9 000 new users

**WWW.ARTMAP.MA**  
2 min average duration of the sessions  
+ 91 825 new users  
108 356 open sessions

**WWW.MARSAD-OBSERVATORY.ORG**  
+ de 400 open sessions  
8 min average duration of the sessions

**WWW.RACINESCARRÉES.MA**  
+ de 900 new users  
+ de 900 views on pages



**@RACINESMAROC**  
1 279 subscribers  
1 546 tweets  
68 500 impressions on tweets



**/ASSOCIATION RACINES**  
142 subscribers  
45 online videos  
20 000 views



**ASSOCIATION RACINES ON ISSUU**  
20 publications  
1 800 views  
16 800 impressions

**PROJECTED**

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**ACTIVITIES FOR**

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**2019**

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## PREPARATION FOR "ÉTATS GÉNÉRAUX DE LA CULTURE AU MAROC" [4<sup>TH</sup> EDITION]

As usual, the 3rd edition of Etats Généraux de la Culture au Maroc led to some cooperation projects:

- The recommendations that were presented during the conferences will be presented in a publication that will be diffused through the different mediums, by the start of 2019.
- A 4th edition of Etats Généraux de la Culture is scheduled for November 2020. The theme, the form, the date and the place will be announced in due time.
- A report of Kahwa#2 meeting with circus and street art professionals will be also published and shared with the different networks that were present in Tiznit.
- An organization committee of Etats Généraux de la Culture in the Mediterranean was implemented. It includes partners from Morocco, Tunisia, Egypt, Lebanon, Bosnia Herzegovina and Croatia. It will be reflecting during the next months on the theme of the first edition, the host country, the dates, etc.
- The members of the African Cultural Policy Network and other African operators met to discuss the future collaboration possibilities. The topic of the artists' status in Africa was chosen as the most important work topic.



## TAQAFA MOUWATINA

In 2019, Racines will organize an international conference on civic education, on Saturday, June 15th, in Casablanca. 4 international speakers and 4 national ones will be invited.

As part of the cycle of regional meetings, this international conference will be an opportunity to discuss civic education within different national contexts and perspectives, in order to do a benchmark of the best-practices abroad. The compilation of the reports from the 4 regional meetings and this international one will be used to produce a publication that will serve as an advocacy tool, dedicated to decision-makers and professionals of education, in order to include civic education in the school curricula in Morocco.

A national tour of training workshops will also be organized in the 12 regions of Morocco on 3 main themes: citizenship, advocacy techniques and journalistic expression.



# RACINES CARRÉES

## 2ND PROMOTION

For the second promotion of the incubator Racines Carrées, 21 artistic projects were selected for the pretest phase (music, circus, theater, cinema, photography, literature, dance, plastic arts, etc.)

The pretest phase lasts for 3 months. The project holders from different Moroccan cities will benefit from a week of collective training on the methodology of elaboration of projects, and 3 personalized meetings for the conception of their project presentations. A coworking space and a documentation center is available for them.

By the end of those three pretest months, a jury of national and international experts will evaluate and validate their entrance to the incubation phase of 10 to 12 artistic projects.

The incubation phase lasts for nine months, and offers the incubated structures 5 weeks of collective trainings, an immersion internship abroad, a budget for the workshops of popular education and personalized meetings for the follow-up of their projects.

By the end of the nine months, the jury will validate their artistic creations, in order to schedule them during the festival/market of Racines Carrées in 2020.



# 1<sup>ST</sup> ETATS GÉNÉRAUX DE LA CULTURE IN THE MEDITERRANEAN

Since its creation in 2010, Racines committed to organizing each two years Etats Généraux de la Culture au Maroc. It is a meeting point between cultural professionals and artists from Morocco and abroad. EGC is also a moment of evaluation of cultural policy, of suggesting recommendations to decision-makers, of networking and establishment of partnerships between regional organisations of civil society. This is how the idea of organizing the 1st Etats Généraux in the Mediterranean was born. It will be organized with partners from the both sides of the Mediterranean in the autumn of 2019.

## > Partners :





# MARAM

## MOBILISING ACCESS TO RIGHTS FOR ARTISTS IN MOROCCO

(in Arabic مرام : wish, aspiration) is a project aiming at promoting and fostering positive change in Morocco by enabling migrant artists and other marginalized ones to benefit from social, cultural and economic opportunities, while managing to bring a sustainable change in cultural policy in Morocco.

MARAM consists mainly in a 9 months programme of artistic residency, leading to :

1. the creation of a guide allowing artists living in Morocco to better understand the context in which they are evolving;
2. artistic creations highlighting the status of the artists in Morocco (migrants); and
3. a manifesto for artistic rights in Morocco, in order to share a common vision and direct the elaboration of policies.

> Partner :





# 1<sup>ST</sup> BOOK AWARD IN AFRICA OF THE ORANGE FOUNDATION

Racines will ensure, in 2019, the coordination of the reading committee in Morocco, that will select six titles between 60 books written by African authors. The other four reading committees are in the following countries: Madagascar, Senegal, Ivory Coast and Cameroon. The selected titles will be submitted to a jury which, after deliberation, will award the winner the book prize in Africa of the Orange Foundation.

## > Partners :





# RACINES

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# ASSOCIATION

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Racines is a Moroccan non-profit association advocating for the integration of culture in the public policies of human, social and economic development. Racines was born from the desire of Moroccan cultural actors who are convinced that the issue of culture is common between African and Arab countries: lack of the implication of the State in terms of cultural policy, of acknowledgment that culture is a human right, of creative industries, of protection of the artists' rights, along with an insufficiency in terms of cultural jobs training offers, etc.



The projects developed by Racines revolve around different themes and commitments: cultural policy (research, advocacy, mapping), arts and culture for social development, entrepreneurship, training and capacity building of the operators, freedom of expression, copyright and the status of the artist and citizens' rights.

## VISION

Racines advocates on a local, regional and international level for :

- The promotion for access to culture for all as a universal human right
- The promotion of cultural as a tool for democracy and human, social and economic development
- The implementation of efficient and adapted cultural policy
- The promotion of cultural diversity
- A real cultural economy and sustainable creative industries for artists and cultural professionals
- The status of the artists, their rights and freedom of expression and creation.

## ACTIVITIES

To do so, Racines implements :

- Actions of collection, update and diffusion of information, data, and useful documents in different forms (print publications, web documents, social media, etc.)
- Cultural and/or artistic and/or scientific actions for raising awareness, training or capacity building (meetings, debates, workshops, trainings, performances, recordings, etc.) regarding :
  - Civic education
  - Artistic, school or popular education
  - Freedom of citizen expression
  - Gender equality and women's rights
- Follow-up tools for cultural and artistic actors, allowing the development and the structuration of their entrepreneurial or creative approach, and facilitating their access to the cultural market.

## GOALS

Racines aims to accompany public, private or academic cultural actors and professionals' initiatives, in Morocco and abroad (particularly in Africa, the Arab world and the Mediterranean region), in order to:

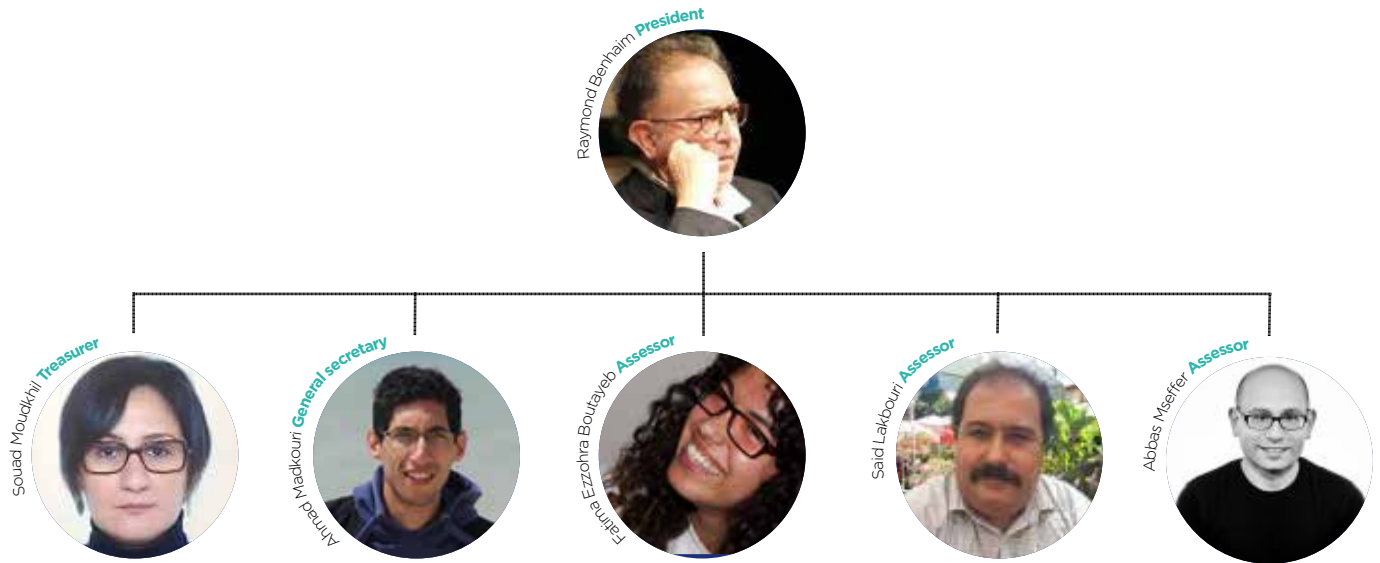
- Build and develop efficient advocacy networks for the creative and cultural sector.
- Collect, update and diffuse information, data and useful documents for decision-makers, cultural organisations and professionals in Morocco and Africa.
- Raise and organise debates on arts, culture, creative industries in Morocco and Africa in order to build and develop moroccan and african leaderships on these matters.
- Help implement national, regional and international distribution channels (festivals, meeting, etc.), in order to diffuse the moroccan and african cultural goods and services, thus allowing artists to diffuse their creations.
- Contribute to the training and development of human resources in cultural professions in Morocco and Africa.
- Mobilize moroccan, african and international resources in order to support the development, the promotion and the diffusion of the moroccan and african creative goods and services.
- Enhance the work and life conditions of artists and cultural professionals, and defend their rights in Morocco and Africa.
- Contribute to the outreach of arts for moroccan and african publics.
- Participate to meetings, conferences, debates and forums on topics related to culture and development in Morocco and internationally.

# ORGANIZATION CHART 2018

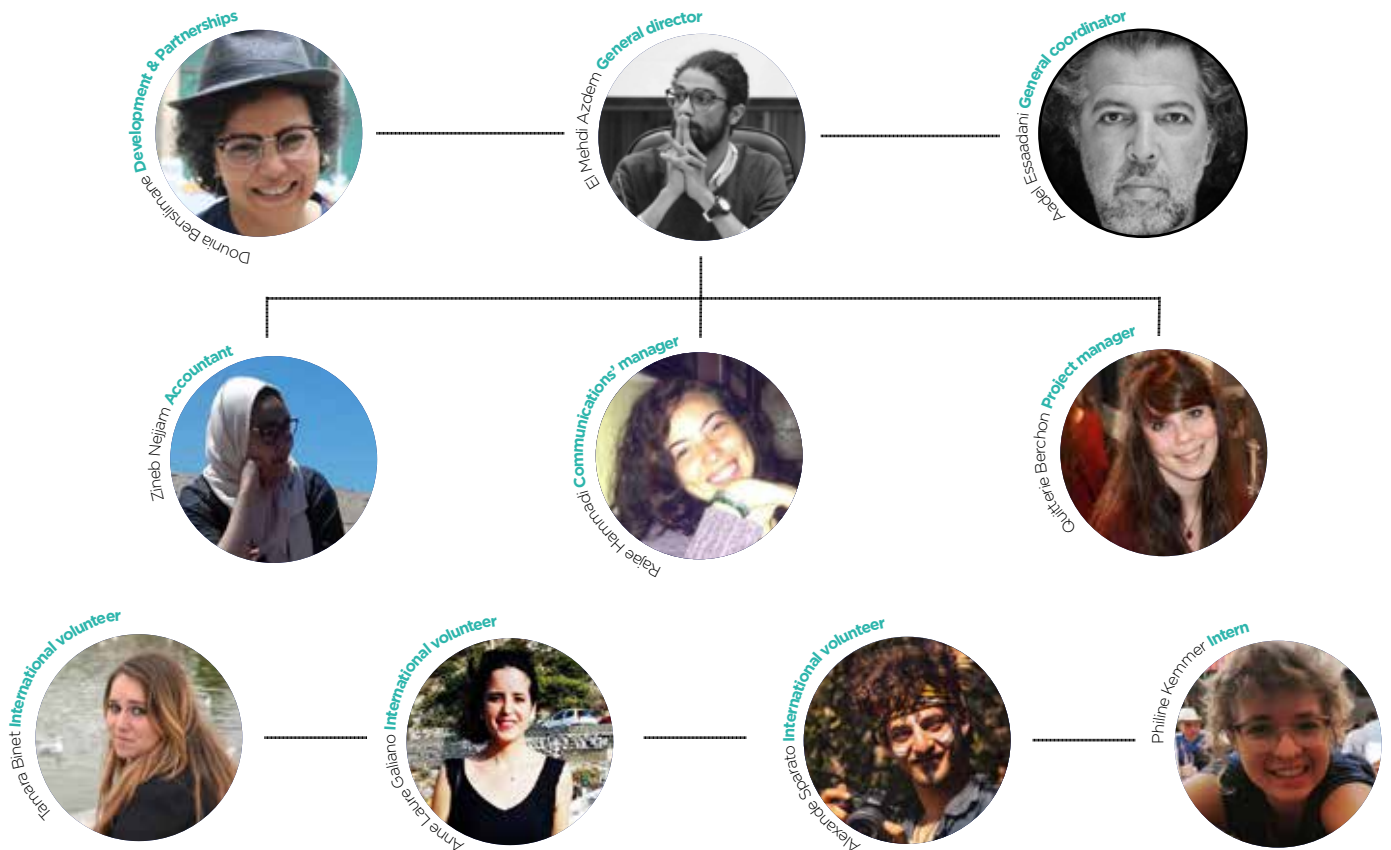
Racines is an association with an elected six-member board and an operational team of cultural professionals.

Racines held on April 28, 2018 its Ordinary General Assembly. It renewed its trust in the outgoing office and elected a new member.

The 2018 - 2021 office consists of:



## 2018 team :



The association works on a regular basis with external collaborators







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