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AMAZIGH GIRL MATTERS

AMAZIGH

GIRLS MATTERS

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A Brief History Of Amazing Amazigh Women

taking a look back to appreciate the impact
these women made

[illegible]

سلام

Hello

Bonjour

Hallo

Amazigh Girl Matters ist eine gemeinnützige Organisation, welche Ende 2019 gegründet wurde. Es ist die erste NRO, die fast ausschließlich von Amazigh-Mädchen aus verschiedenen Regionen Marokkos geleitet wird, insbesondere aus den ländlichen Gebieten von Souss Massa und Guelmim oued noun (Ifrañ Anti Atlas, Imjad, Tafrout, Afla Ighir und Ait baha). Sie ist jedoch offen für neue Mitglieder, die sich am Aufbau dieser zivilgesellschaftlichen Aktion beteiligen können. Neben anderen Zielen setzt sich der Verein insbesondere für die Rechte der Amazigh-Mädchen ein. Jede der Gründerinnen dieser Vereinigung hat ihre eigene Geschichte, die von verschiedenen Opfern und Herausforderungen geprägt ist. Ihr gemeinsames Ziel ist es jedoch, einen soliden Hintergrund zu schaffen, um die Amazigh-Mädchen und ihr Potenzial zu stärken, damit ihr Status als wertvolle Bürgerinnen anerkannt wird. Zu den Zielen der Vereinigung gehört auch die Strategie, die Stereotypen, die man sich von der Amazigh-Frau auf dem Lande macht, zu untergraben und sie in die Lage zu versetzen, ihre Grundrechte einzufordern und ihre Gedanken und Meinungen vollständig und frei zu äußern. Dieses Engagement und der Appell an das Bewusstsein für die Situation der ländlichen Amazigh-Mädchen veranlassen uns, dieses soziale Netzwerk gemeinsam zu gründen und es auf die Belange der marokkanischen Frauen im Allgemeinen auszuweiten.



Background and experience

ID	E10302650
PIC	
Legal name of the organisation	Amazigh Girl Matters
Legal name of the organisation in Latin characters (if applicable)	Amazigh Girl Matters
Address	El Mars Cultural Centre. Tiznit
Country	Morocco
Postcode	85000
City	Tiznit
E-mail	amazighgirlmatters.org@gmail.com
Website	We have a facebook page: (شؤون الفتاة الامازيغية Amazigh Girl Matters Facebook
Telephone 1	+212650967719
Telephone 2	+212701064599
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Profile

Type of organization	Non-governmental organisation/association
Is the partner organization a public body?	NO
Is the partner organization a non-profit?	YES

Name of the co-applicant: Amazigh Girl Matters Association					
Project title: “ⵓⵎⴰⵣⵉⵖⵉⵢⵜ ⵉⵎⴰⵣⵉⵖⵉⵢⵜ” The right of Tamazight is the right for land, cultural heritage and economic well-being		Sector: The Project seeks to train 80 girls with their mother tongue language 'Tamazight which is the main figure in the Amazigh identity via inciting and writing The project is considered to be a Visa for Cooperation between Girls and women as a synergy of generation to establish cross- cutting digital pathways to ensure the right to equitable participation in the development, implementation, and evaluation of public policies related to social and economic solidarity.			
Location of the action	Cost of the action (EUR)	Role in the action: coordinator, co-beneficiary, affiliated entity	Donors to the action (name)	Amount contributed (by donor)	Dates (from dd/mm/yyyy to dd/mm/yyyy)
Morocco. The region Of sous Massa, Tiznit Province	36000.00	Coordinator	•Pawanka Fund	27000.00	From 01/08/2023 to 30/12/2024
Objectives and results of the action		The project seeks to implement paths for digital crossroads to guarantee equitable participation in developing, implementing, and assessing public policy in the field of social & economic well-being. Providing girls in the rural areas with skills and materials needed in Tamazight language to teach and train other women by enabling them to use the digital platform. Girls will Exchange knowledge and acquire digital methods that will inspire constructive ideas that can provide opportunities for creation and innovation. Revitalization of traditional knowledge, self- determined of rural Amazigh Girl			

Name of the co-applicant: Amazigh Girl Matters Association					
Project title: "Rural Women for Digi Coop Empowerment"		Sector : " Jissr Tamkin" Bridge of Empowerment and Leadership" Regional Program To facilitate the economic empowerment of 150 women in the region Of sous Massa, Tiznit Province Within the framework of implementing the royal directives to advance the status of women as well as implementing the obligations of the government program 2021-2026, related in particular to raising the rate of women's activity to more than 30% instead of 20% that we have currently, through partnerships with the councils of regions states and workers, Mrs. Awatef Hayar, Minister of Solidarity headed Social inclusion and the family, accompanied by the governor of the Souss-Massa region, Mr. Saeed Amzazi, and Mr. Karim Ashinkli, the president of the Souss-Massa region, the signing ceremony of partnership agreements between Mr. Boya Aba Hazem, Director of the Social Development Agency, and Ms. Samira Bandariouich, the representative of the Amazigh Girl Matters Association, within the framework of the "Bridge of Empowerment and Leadership" program. To facilitate the economic empowerment of women, on Monday, February 5 2024.			
Location of the action	Cost of the action (EUR)	Role in the action: coordinator, co-beneficiary, affiliated entity	Donors to the action (name)	Amount contributed (by donor)	Dates (from dd/mm/yyyy to dd/mm/yyyy)
Morocco. The region Of sous Massa, Tiznit Province	40000.00	Coordinator	•Minister of Solidarity, headed Social inclusion and the family, •The governor of the Souss-Massa region, • The region of Souss-Massa Social Development Agency •Ibn Zohr University	30000.00	From 01/10/2024 to 30/03/2027
Objectives and results of the action		This program is a basic building block for the new strategy "Bridge" of the Ministry of Solidarity, Social Inclusion and the Family, whose goals include facilitating women's access to the labor market and developing women's entrepreneurship by supporting and training them at the regional level in order to improve their experience and skills in the field of entrepreneurship and reduce regional disparities. This program targets 150 women and girls in vulnerable situations, so that they will be accompanied in developing ideas for income- generating projects. This program also addresses individuals who are self- employed or involved in women's cooperatives.			

Name of the co-applicant: Amazigh Girl Matters Association					
Project title: Sensibilisation à l'évaluation des politiques publiques et la participation des filles rurales à travers L'entrepreneuriat sociale-région de Souss Massa"		Sector: L'implication des jeunes femmes du milieu rural dans le processus électoral et le suivi et l'analyse des politiques publiques à travers l'augmentation de la compréhension des droits et des responsabilités civiques. .La création d'un comité régional qui fédérerait les représentantes des jeunes femmes afin de défendre leurs droitséconomiques et sociaux par rapport à leurs activités.			
Location of the action	Cost of the action (EUR)	Role in the action: coordinator, co-beneficiary, affiliated entity	Donors to the action (name)	Amount contributed (by donor)	Dates (from dd/mm/yyyy to dd/mm/yyyy)
Morocco. The region Of sous Massa, Tiznit Province	30000.00	Local coordinator	•French Embassy	27000.00	2022 -2023
Objectives and results of the action		Le projet mettra en œuvre des chemins de traverse numériques pour garantir le droit d'une participation équitable dans le développement, la mise en œuvre et l'évaluation des politiques publiques dans le domaine de la solidarité sociale et économique. La voie que nous proposons pour faciliter cet objectif passe par le renforcement de la communication entre les régions marocaines, en particulier la région de Souss-Massa. Cela permettra d'établir des récits cohérents au sein des communautés et de renforcer la présence du plaidoyer dans la sphère publique.			
Name of the co-applicant: Amazigh Girl Matters Association					

Project title: #Amazigh Girls 4 Digi Green		Sector: #Amazigh Girls 4 Green Actions: Campagnes de sensibilisation menées par 25 filles dans 25 communes de la province de Tiznit : Lancer une campagne de sensibilisation à travers des médias alternatifs et sociaux, en diffusant des vidéos et infographies sur agriculture durable. Cette initiative vise à toucher un large public rural et à encourager les échanges d'idées, avec pour objectif d'atteindre un total de 1 000 personnes.			
Location of the action	Cost of the action (EUR)	Role in the action: coordinator, co-beneficiary, affiliated entity	Donors to the action (name)	Amount contributed (by donor)	Dates (from dd/mm/yyyy to dd/mm/yyyy)
Morocco. The region Of sous Massa, Tiznit Province	53000.00	Local coordinator	• AFD • Migration et developpment • PAWANKA FUND	43000.00	01/10/2024 To 30/06/2026
Objectives and results of the action		Objectif Général: Promouvoir la sensibilisation en Tamazight à l'économie verte (agriculture durable, gestion de l'eau, énergies renouvelables) et renforcer l'inclusion numérique des femmes et des filles dans les zones rurales de la province de Tiznit, Objectif Spécifique : OS1 :Sensibiliser 1 000 personnes menées par 25 filles accompagnatrices solidaires de proximité dans les 25 communes de la province de Tiznit aux principes de l'économie verte et aux pratiques durables, afin de garantir l'équité spatiale, grâce à des ateliers interactifs et des actions de développement territorial. Spécifique: OS2 : Doter les filles rurales et les jeunes dans la province de Tiznit à la sensibilisation numérique en intégrant des outils numériques pour la gestion de l'eau et l'agriculture durable en tamazight, tout en promouvant les initiatives d'énergie verte. OS3 : Impliquer 1 000 personnes dans des activités de sensibilisation sur l'importance de la préservation des savoirs traditionnels amazighs « Azerf ». Résultat 1: Au moins 75% des participantes au niveau local continueront à travailler ensemble sur les besoins réels de la province en matière de l'économie			

vert. Pertinence des contenus : Évaluer la qualité des vidéos et infographies sur l'agriculture durable via des retours d'opinion des participants. Résultat 2 : A la fin des activités, au moins 90% des participantes (25 P) font état d'une meilleure Compréhension des politiques locales et internationales en matière de l'économie vert & de stratégies de développement durable. Résultat 3: À la fin du projet, au moins 80 % des 25 participants sensibiliser a l'utilisation au moins de 2 des outils numériques présentés, tandis qu'au moins 10 % se sentiront compétents dans les 3.					
Name of the co-applicant: Amazigh Girl Matters Association					
Project title: #coop-Tech		Sector: Creation of web radio studio and video making for successful girls and Amazigh women story telling Almost of the cooperated women are illiterate in terms of business management (administration, finance, governance as well as the integration of market place) because of the barrier of language, in which they all understand only their mother tongue, and almost of the provided training was in Arabic or French. Our approach to facilitating this objective involves strengthening communication between different villages of the region via creating synergy between these formed girls and cooperated women to work together for the commune goals. Our support practices serve as a genuine self-construction tool for the development project, aiming for better market exploitation and consideration of potential futures. Our contribution resembles a process of building key success factors that need to be customized for each modernization and business development situation to develop self-determination of our target groups to be autonomy and independent in their social enterprises. Based on the needs identified by the local solidarity facilitator and the supported structure, and validated by the generalist consultant, our experts will propose sectoral development plans and shared economic solutions (integrated or dedicated) for each company. Additionally, they will propose a deployment plan and a financing plan.			
Location of the action	Cost of the action (EUR)	Role in the action: coordinator, co-beneficiary, affiliated entity	Donors to the action (name)	Amount contributed (by donor)	Dates (from dd/mm/yyyy to dd/mm/yyyy)
Morocco. The region Of sous Massa, Tiznit Province	15000.00	coordinator	•European Union •MCise	10000.00	01/09/2024 To 30/04/2025

Objectives and results of the action	The project seeks to provide the target group of Amazigh cooperated women and girls with the necessary services for making their product well-presented via filming their storytelling & design creation of the packaging as well as the web radio advocacy building for the situation of local women girls by exchange the best practices. The project seeks to serve as an innovative pilot initiative, starting off in Souss Massa and potentially expanding to additional regions. Participants from rural areas will engage in communication using a mobile portail application platforms and podcasts. Within the committee, individuals will share their experiences regarding the online learning process for fostering democracy and promoting inclusion.
	The project is promoting Amazigh Indigenous girls in the rural areas. This category is graduated and has diplomas universities but with no qualifications in terms of soft skills to be socio economic integrated with a professional job opportunity. The 30 rural girls will be formed with soft skills needed to mentor a union of 30 cooperatives created by the association to help women to be unified and working together to advocate the economic and cultural rights.

Name of the co-applicant: Amazigh Girl Matters Association

Project title: # Essarag.org		Sector: Essarag.org est une Plateforme collaborative et un espace virtuel de formation et de soutien qui centralise des informations, des formations et des outils liés à l'autonomisation économique des femmes coopérantes et à leur participation civique, créée par la coalition Amazigh Girl Matters & Coopplus Permet aux femmes coopérantes, accompagnatrices, expertes et acteurs du territoire de partager des documents de travail, des informations et des bonnes pratiques. C'est un outi de facilitation de la coopération en vue d'une participation multidimensionnelle des femmes coopérantes marocaines.			
Location of the action	Cost of the action (EUR)	Role in the action: coordinator, co-beneficiary, affiliated entity	Donors to the action (name)	Amount contributed (by donor)	Dates (from dd/mm/yyyy to dd/mm/yyyy)
Morocco. The region Of sous Massa, Fès Meknès	15000.00	Member of the coalition	Ambassade de France Ministère ESS OXFAM COOPLUS	10000.00	2022- 2023

Objectives and results of the action		Permet aux femmes coopérantes, accompagnatrices, expertes et acteurs du territoire de partager des documents de travail, des informations et des bonnes pratiques. C'est une plateforme de facilitation de la coopération en vue d'une participation multidimensionnelle des femmes coopérantes marocaines.			
Name of the co-applicant: Amazigh Girl Matters Association					
Project title: Entrepreneuriat féminin, levier pour un Développement durable et inclusif		Sector: Ce séminaire est organisé en partenariat avec l'Université Al Akhawayn(AUI) & l'Ambassade de France. & COOPLUS . Les Municipalités des deux régions Sous Massa et Fes Meknes. Elle a été organisée en collaboration avec d'autres acteurs internationaux, nationaux et locaux, notamment l'ACCD et Oxfam. La conférence était placée sous le thème: "L'entrepreneuriat féminin, levier d'un développement durable et inclusif".			
Location of the action	Cost of the action (EUR)	Role in the action: coordinator, co-beneficiary, affiliated entity	Donors to the action (name)	Amount contributed (by donor)	Dates (from dd/mm/yyyy to dd/mm/yyyy)
Morocco. The region Of sous Massa, Fès Meknès	20000.00	Member of the coalition	l'Université Al Akhawayn(AUI) & l'Ambassade de France OXFAM COOPLUS	10000.00	08/03/2022 01/04/2022
Objectives and results of the action		Ce site réunion était une table ronde suivie d'ateliers répartis sur deux jours, afin de présente l'opportunité d'échange de la participation des coopératives de Fès Meknès et celles de Souss Massa via la présentation de leurs meilleures pratiques.			

Background and experience

Presentation of Organization :

AGM is the first NGO which is run almost exclusively by Amazigh girls from different regions across Morocco, especially from the rural areas of Souss Massa and Guelmim oued noun (Ifrañ Anti Atlas, Imjad, Tafraout, Afla Ighir). However, it is open for new members to join and participate in building this noble civil society action. Among other objectives, it aims specifically at vindicating Amazigh girl's rights. Each of the founders of this association has her own distinguished story, with a different journey of sacrifices and challenges. Yet the common goal among all of them now is setting up a solid background for empowering the Amazigh girl and her potentials to gain a recognition of her status as a citizen of value.



The absent of Amazigh girls regarding public affairs pose a big question mark in which This absence is a testament and reflection on the neglect that Territorial communes have in regard to including girl's issues (employment opportunities, education, health condition...) in public matters. AG in rural areas facing many problems due to the in/outflux of people.

The inhabitants of poor villages have suffered decades of neglect and oppression. Unemployment is high, while access to basic services such as education, health care and infrastructure is exceptionally poor.

“

our mission is to ensure that the Amazigh girls of Morocco are given due recognition of their language, heritage and civil rights in law and public policy.

”

Our mission

Our mission is to ensure that the Amazigh girls of Morocco are given due recognition of their language, heritage and civil rights in law and public policy. We seek to educate Amazigh girls their rights so that they may participate fully in society as an active citizen. We also seek to promote the Amazigh culture and heritage and encourage all efforts to preserve the Amazigh identity. We seek to educate people both in Morocco and abroad about the challenges faced by Amazigh girls. We spread awareness globally about the Amazigh culture, and debunk the common perception that Morocco is an exclusively Arab state. We seek to educate them of their basic rights, and improve their access to justice as well as education so that their full rights may be obtained.

Our strategy

Our main strategies are education, awareness, activism and outreach. Developing opportunities for collaboration and learning the most up-to-date information to help and better perform tasks as it will serve as a roadmap for AG engaged in the actions of the community where the knowledge comes from hands-on experience. Amazigh girls need to have great networks to enable acquiring mechanisms of contribution and participation in public policies and methods of working in this field, in which it seeks to create a civil space of achievements. The regional networking lead Amazigh girls to be involved in the society dealing with the concept of social economic and solidarity as a whole, moving towards the best start by knowing the constitutional approaches, evaluation and follow-up of public policy within territorial administration offices regarding the social employability.

Developing knowledge and skills about specific civic engagement practices and/or strategies might even be elaborated with community leaders and elected officials to effect change through laws and community outreach via creating a network that advocates for individual and collective freedom by spreading out the values of human rights in which Civic engagement for AGM is about sharing, not taking. It is about forming trust and helping one another toward goals.

Our goals

Our main goal at the current stage, is to deepen and broaden the scope of our knowledge. This network will allow us to participate in dialogue across borders, brainstorm solutions and collaborate with civic society leaders in the MENA region and beyond. We will apply the acquired knowledge and share what we do with colleagues and other members of society in order to ensure that Amazigh girls are given their rights. We hope to lead an organization that embodies what we have learned and prioritizes democracy, dialogue and respect of human rights regarding the AG cause.

03

Our expectation

Our expectation is absolutely high in terms of having increasingly national & international and culturally diverse experience, involving collaboration with CSOs from around the world. In these globally connected work settings, new activists & professionals need to demonstrate intercultural competence in order to succeed. In professional settings, intercultural competence may include the ability to establish across culture network, speak with confidence to a variety of CSOs with different background and perspectives, explain complex concepts clearly, and negotiate working relationships across cultural, social, professional, disciplinary boundaries as well as resolve conflicts effectively when needed.

What are the activities and experience of the organisation in the areas relevant for this application ?

Our activities

One of the most rewarding aspects of building a global network of like-minded professionals is the feeling you are making a difference in Amazigh girls lives and contribute in spreading out the values and the culture of human rights, in its universal sense, through creating a space for free dialogue and debate on human rights issues between formal and informal movements, activists and policy makers in the local, national, regional and international level. We alternatively network via social media as an essential and basic platform in terms of building capacities as well as exchanging knowledge, cross culture, and acquiring methods that will inspire constructive ideas that can provide opportunity for creation and innovation.

1st Project

Title : "Sensitization to the evaluation of public policies and the participation of rural girls through social entrepreneurship - Souss Massa region

Project Objectives

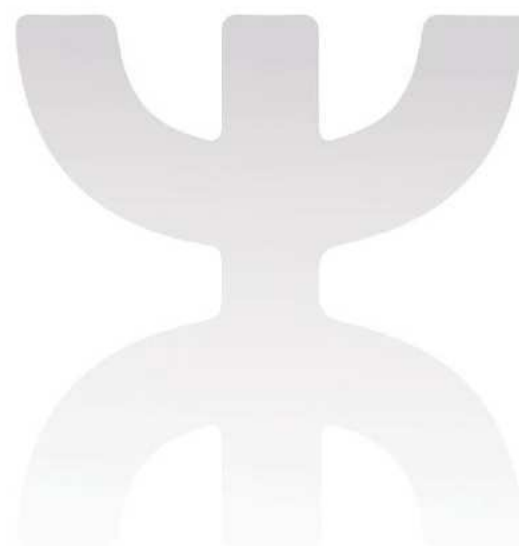
The involvement of young rural women in the electoral process and the monitoring and analysis of public policies through increased understanding of civic rights and responsibilities.
The creation of a regional committee that would federate young women's representatives to defend their economic and social rights in relation to their activities.

Project Summary

The project will implement digital pathways to ensure the right of equitable participation in the development, implementation and evaluation of public policies in the field of social and economic solidarity. The path we propose to facilitate this objective is through the strengthening of communication between Moroccan regions, in particular the Souss-Massa region. This will help establish coherent narratives within communities and strengthen the presence of advocacy in the public sphere.

Project Partners

- COOPLUS
- Amazigh Girl Matters
- IMDH
- Donor :
- Embassy of France



2nd Project

Title : Information and Communication Technology for Education under Covid 19: TICE sous Covid19

Project Objectives

Considering Covid-19 current circumstances Following the economic and social conditions, many students from the rural world find it difficult to integrate the digital world and to follow their studies at a distance, so we thought of offering electronic tablets to 100 students with the application "START APP" without the need of internet to help them learn in the best conditions.

OBJECTIVES:

To offer the 100 students electronic tablets to follow their studies at a distance. To offer an application for distance learning and support to students in rural areas.

TARGET GROUP:

100 students from the rural world in the commune of Afla Ighir

Project Summary

Afla Ighir is a very isolated Commune in the anti atlas at about 42 km south of Tafraout. It has no technological infrastructure. It has no internet connection. That is why our project takes into account all these difficulties and brings to our children tools for educational development without the need to connect to the Internet in a first phase. Our project is divided into three stages: the first is the creation of a mobile application without internet connection to present the school courses and several tools (dictionaries, booklet of stories (Arabic & French & English), Magazine students, conjugation, support exercises ...) without internet connection, this is the application will also be considered as a platform where meet the students of the rural world and the volunteer teachers.

The second step will be to install the application on 100 electronic tablets and distribute them to rural students in the commune of Afla Ighir / Province of Tiznit / Region of SOUSS MASSA

The third step will be to ensure and guarantee the accompanying training for teachers and parents of students regarding the proper use of the application

Project Partners

Local Primary school.
Teachers' Voluntaries

05

3rd Project

Title : Optimization of the administrative and commercial management of a new cooperative

Project Objectives

The principal objective of this report is to present the activities of our AGM organization regarding the follow up enrollment within the Ait Taleb Cooperative.

After several analysis(internal, external and environmental ...) we detected several administrative and commercial problems.

And to solve these problems, we developed several tools and files for a good organization within the cooperative and an increase of the turnover and market share.

Project Summary

The associative field is also one of the victims of the crisis of corona virus, by the blocking of all the activities already programmed, however our association thought to continue its activities in spite of the current situation while taking advantage of this period to organize a training at distance to the benefit of the members of the cooperative Ait Taleb Yahya. during this training in the social and interdependent economy, it was necessary to train the members in the field of the digital & administrative & financial and commercial management. The use of this training became a necessity to prepare members to open up to the world, and work independently. The choice of areas of training took into consideration the needs and shortcomings that were noticed among members.

Project Partners

Cooperative Ait taleb Yahya

4th Project

Title : Short film Called "The Stupid"

Project Objectives

Living with a mental disability on a daily basis is very difficult. How are we different from people with mental health problems? We need to change our vision of them.

Project Summary

For this reason our association "Amazigh Girl Matters" has chosen to mentor a group of young people with their soft skills and talent to make this short film for highlighting some challenges faced by people with mental disabilities, and to make people aware that these patients have personalities that radiates humanity, respect and appreciation for others. With more support from the rest of us, they just can also live a normal life like us. Despite being produced with a modest budget and materials, this short film won the award for best amateur script regarding the framework of 'Tafsut' Festival of the Amazigh Maghreb Cinema in its third edition under the slogan "Adrar / Mountain and Cinema".

Project Partners

'Tafsut' Festival of the Amazigh Maghreb Cinema in its third edition under the slogan "Adrar / Mountain and Cinema".

5th Project

Title : Développer les compétences numériques régionales au sein de l'ESS pour améliorer les initiatives de développement durable

Project Objectives

Support the marketing of various indigenous products from different regions such as (honey, argan dietary and cosmetic, aromatic and medicinal plants (MAP), dates, saffron, couscous, Amazigh carpets/rolls, etc.) by creating a regional committee that federates representatives of Amazigh girls who produce indigenous products from the main Amazigh communities; This committee will focus on developing regional digital skills among CSOs in order to establish a platform for enhancing sustainable development initiatives for cultural autonomy and self-determination.

Project Summary

Valuing the local tangible and intangible heritage, biological and cultural diversity of the Amazigh indigenous communities.

Project Partners

Auto funded

6th Project

Title : Essarag.org

Project Objectives

Essarag.org is a collaborative platform and virtual training and support space that centralizes information, training, and tools related to cooperating women's economic empowerment and civic participation, created by the Cooplus initiative in partnership with the Amazigh girl matters organization.

Project Summary

Allows women development workers, accompagniers, experts and local actors to share working documents, information and good practices. It is a tool for facilitating cooperation with a view to the multidimensional participation of Moroccan women cooperators.

Project Partners

COOPLUS.org

7th Project

Title : Women's entrepreneurship, a lever for a sustainable and inclusive development

Project Objectives

This seminar is organized in partnership with COOPLUS & the Azrou University Center (AUI) & the French Embassy.

Al Akhawayn University (AUI) & the Embassy of France. The municipalities of the two regions Sous Massa and Fes Meknes. It was organized in collaboration with other international, national and local actors, including ACCD and Oxfam. The conference was placed under the theme: "Women's entrepreneurship, lever for sustainable and inclusive development".

Project Summary

This meeting site was a roundtable followed by workshops spread over two days, to present the opportunity for exchange of participation of cooperatives of Fes Meknes and those of Sous Massa through the presentation of their best practices.

Project Partners

Cooplus & OXFAM & ACCD & Azrou Center of (AUI) & Al Akhawayn University (AUI) & French Embassy.

8th Project

Title : Coop guide

Project Objectives

Booklet: orientation for cooperating women who need follow-up to establish their social enterprise.

Project Summary

Provide women with a simple booklet that can strengthen and improve their structures

Project Partners

Auto funded

07

Our partners :





a brief history of amazing amazigh women.

Amazigh girls matters

In the past, Amazigh women were once honored and revered for their strength and leadership. Queens and goddesses among the Amazigh were significant players in politics and society, and these strong figures were necessary for the evolution and survival of the Amazigh people and culture. Although there were most likely many more Amazigh queens and goddesses who have been lost to historical record, some of these queens are still known today.

Dihya, or Kahina, was an Amazigh queen and war leader in the late seventh century to early eighth century. She succeeded Caecilius as the war leader of the free Berber tribes in the 680's and ruled a free Berber state from the Aures mountains to the Oasis of Gadames from 695 to 700. During the early years of her reign, Queen Dihya was challenged by encroaching Arab Islamic armies from the Umayyad caliphate, who had been told that the most powerful queen in North Africa was the "queen of the Berbers". Although the Umayyad army was powerful and had already defeated many other cities such as Carthage, Queen Dihya was triumphant and the Umayyads retreated to Libya and did not return for five years. In a desperate attempt to save her people from the return of the army, Dihya embarked upon a scorched-earth campaign in order to try to make her territory less appealing to the Umayyad army; however, this campaign ultimately harmed her people more than it prevented further attack. In 702, the army returned and Queen Dihya was defeated and died in battle, although historians have not confirmed the cause of her death. Although she had spent years fighting for the freedom and religion of her people, her dying wish was for her sons to convert to Islam. Queen Dihya was a significant figure in the history of the Amazigh people, and is an example of how Amazigh women have stood for freedom and boldness throughout history.

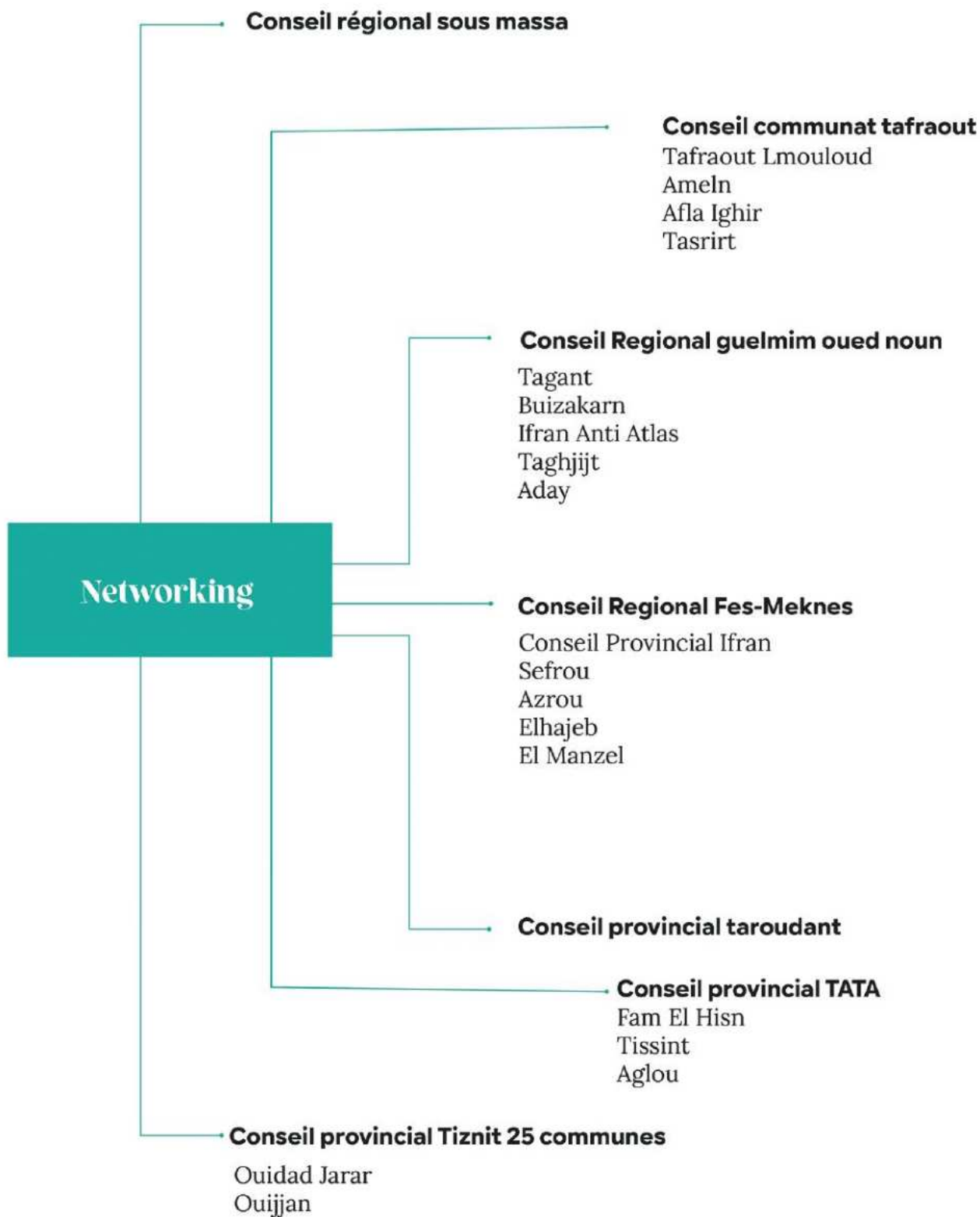
Tanit was a goddess worshipped by the Amazigh people in the first Berber religion, along with her husband and dual male deity, Ba'al. Tanit is said to have been a Punic and Phoenician deity worshipped across North Africa by the Berber people and in Carthage. She was later also worshipped by the Romans as the goddess Dea Caelestis. The Amazigh people have a long history of honoring women.

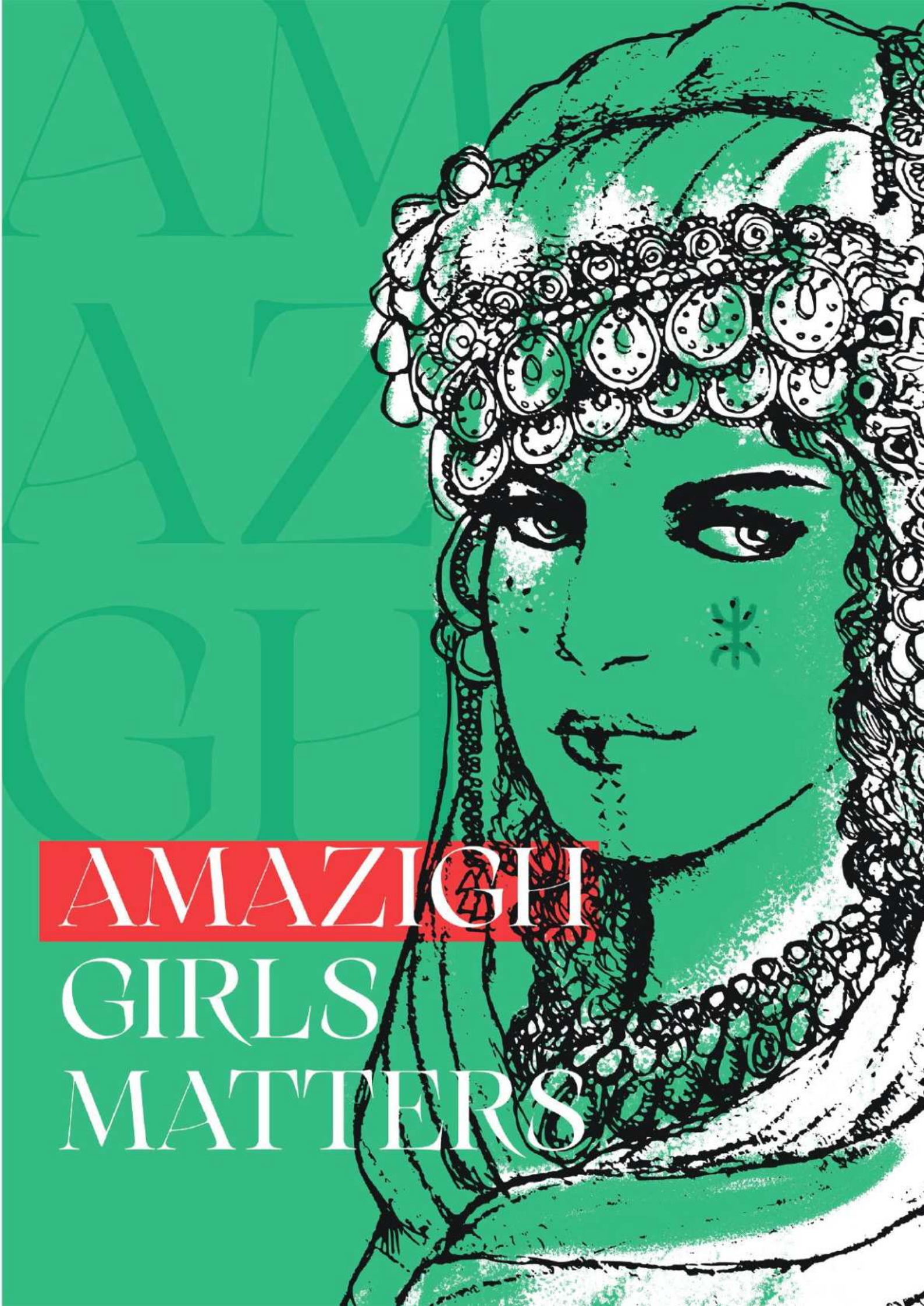
Although not much information is known about Tin Hinan, historians do know that she was a significant queen of the Tuareg tribes, possibly in the Hoggar region of modern-day Algeria. She was known as Tamenukalt, or the "Mother of All" or "she of the tribes". In the year 1925 her tomb was opened by Byron Khun de Prorok and the French Army, and in 1933 archaeologists discovered the skeleton of a woman most likely buried in the fourth century, laying on a wooden litter facing east, accompanied by heavy gold, silver, and pearl jewelry. This jewelry strongly indicates that she was a woman of prestige, likely a queen, an idea which is corroborated by Tuareg legends about the tomb and the woman buried there. Many Arabic sources were also aware that a queen was buried in that tomb, such as Ibn Khaldun, a prominent North African historian, whose story of the woman buried there is most legitimate and describes her as the queen of the Hoggar named Tiska, most likely related to Tin Hinan.

After the death of her husband, Queen Zenobia took power of the city-state of Palmyra - an essential checkpoint for traders on the Old Silk Road in last 200 A.D. During her reign, she challenged the Roman Empire and she expanded her territory three fold. Her rule ended when the Romans finally captured her and made her walk in golden chains in Aurelian's Triumphal parade. More strong and capable women came next. Zabibi and then immediately after, Samsi were warrior queens in the eighth century and led great armies consisting of primarily women.

Amazigh Women throughout history have been strong and leading members of their people. Amazigh women today have the right to once again stand for their history, culture, and right to be proud of their language and customs. Like the past Amazigh queens, Amazigh women today are fighting for their people and their right to exist freely in their lands.

La communauté de l'association





AMAZIGH
GIRLS
MATTERS

The raison of the existence

speech of the president of the association

Many indigenous groups face hardships at home and abroad. Amazigh girls are no different in this regard as they face inequality within their own country, Morocco. In the contemporary con-text, Amazigh inequality has manifested itself through high rates of illiteracy, economic insta-bility, and barriers to healthcare and legal services, language denigration, and a higher vulner-ability to violence; with Amazigh girls further marginalization due to intersectional sexism. These aspects have led to a disenfranchisement of the Amazigh girls from seeking active roles within their society, through political action or being a part of sustainable development strategies. The absence of Amazigh girls regarding public affairs poses many questions to the future of this indigenous group and many of these issues is a testament and reflection of the neglect 'Territorial communes' have had on issues revolving around women (employment op-portunities, education, health condition...). The issue is further compounded in rural areas where there is a shifting demographic as people migrate to more populous areas.

As an Amazigh girl I have had to journey through many stations at home in Morocco and abroad (Germany, France, Italy, Belgium, Spain, Holland, Hungary, Czech Republic, Austria Tunisia, Egypt, Turkey...) till I found my place within the "Amazigh girl matters org". As the founder (President), I'm responsible for the development of new structures and the integration of new programs by building partnerships through cross-cultural & borders programs. Tackling these issues head-on has helped me develop my self-confidence and my out of the box thinking among other traits

Building on my past experiences with associations that targeted the education dimensions of Amazigh girls in rural communities, I am currently working towards realizing my long term goal to turn "Amazigh girl matters org" into an international organization.

I'm from Ifran Anti Atlas based in Guelmim Oued Noun région, and I grew up in a village called Afla Ighir in the Souss-Massa region in the South of Morocco. Afla Ighir is minerally wealthy, but its people have not been able to benefit, with work being scarce, infrastructure lacking with health care being dire. The village only has up to 3 nurses at a given time with the nearest hospital being 50km away in Tafraout, any emergency is a life-threatening situation.

I was one of the fortunate few of my generation who was able to attend secondary school due to the efforts and dedication of my father. His desire was to have a daughter who could benefit from an education, which was not the norm for the villagers in Afla Ighir. I had the benefit of having grandparents who lived closer to the school in Ifran Anti Atlas and I remained there till the death of my beloved father, in order to fulfill his wish. For my best friends of the time, Mali-ka, Mina, Fatima, Fadila and Khadija, it wasn't for a lack of desire or want to attend school but rather a lack of access as the school was 50km away from Alfa Ighir with no viable public transport in place. The distance led many villagers to fear for the safety of their daughters with making such a journey, they feared sexual harassment and the possibility of a girl losing their virginity. The virginity of a woman is important in the life of the villages as it is one of the basic dimensions to getting married, or else the girl and family



may face shame which is a society norm. A workaround to the lack of access to education for many families is to marry off their daughters at a young age, for in their eyes this prevents a woman from needing to travel any large distance and ensures their dignity as well as that of the family.

I faced this stigma within my own family when I received a scholarship from work at the Igram institute, to travel to Germany. My mother refused to acknowledge my desire to go, but I didn't want to have the same fate as her or the other woman in my family. They were required to get married young, age 15, and have children while I wanted to be an ambassador for the region and an example to all the girls from my region. In my determination I switched off my phone, made it to Germany and subsequently to 12 more countries before returning home. My mother is proud of what I have achieved but I felt I could do more for the girls from my region.

I tried to enter the political field and be a voice for the woman and provide greater opportuni-ties. I entered the electoral process in 2015 (in Ifram Anti Atlas) to see if I could create some change, but due to scant levels of corruption I was not given my position. Even after being informed on the night of the tally counting of my success of winning with 257 votes, it was tak-en away from me, as they removed 50 of my votes. I became disenfranchised by the ordeal and decided to look for other social alternatives which could have an impactful result. After some struggles I decided to found the association "Amazigh Girls Matter", in collaboration with local and provincial communes, national (COOPLUS.org) and international organizations (German Embassy, ifa,French embassy) as well as many more stakeholders. We all work towards a common goal, to empower the Amazigh girls and allow them to realize their poten-tial and gain their place as a valued citizen in society. The organization is hard at work to breakdown the social stigmas preventing women from being valued members of society, such as stereotypes surrounding woman in the home.

One of the guiding principles of the organization is that "If we want to empower the female leaders of tomorrow, we must support the girls of today by developing their capacities and getting them out of their comfort zone". This engagement and conscience appeal towards the situation of the rural Amazigh girl pushes us to collaboratively start this social network and expand it to include issues of Moroccan women in general. In other words, our main objective is to improve the situation of the Amazigh girl particularly and women generally, through ses-sions of awareness-raising and training actions in several domains (socio-economic rights and educational, self- confidence, cultural ...) in addition to inciting and encouraging the creation of income-generating activities.

Activities and network





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AMAZIGH GIRL MATTERS

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