



TIBU Morocco
Education and
professional integration
of youth through sport



TIBU Morocco, a major force for social innovation through sport in Morocco.



Who is TIBU Maroc :

TIBU Morocco is a Moroccan NGO that uses the power of sport to design social and innovative solutions in the education, empowerment and socio-economic inclusion of youth through sport.



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Date of Founding :

Founded in 2011, TIBU Morocco is the main organization in Morocco in the education and integration of young people through sport.

TIBU Morocco recognizes that the power of sport offers transformational sustainability to the practitioners, children, youth, women, and people with specific needs, such as: better health, cohesive communities, greater athletic achievement, and a stronger identity.

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Ambition and vision of the organization TIBU Maroc

As the main organization in the education and integration of youth through sport in Morocco with a wide national coverage in more than **18 cities** and **12 regions** of the kingdom, TIBU Morocco, in line with its ambition to become the locomotive of sport for development in Africa **by 2030**, is committed to contribute to the achievement of the **17 Sustainable Development Goals** (SDGs) and considers them as an opportunity to place sport as a powerful tool to design innovative solutions to the complex challenges of the **21st century**.

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Major Achievements :

- 103 members & collaborators including 9 volunteers,
- Active in 18 cities of the kingdom,
- 250,000 young people take part in our programs each year,
- 24 centers have been created for the development of 21st century skills through sport,
- 88% of our young beneficiaries in the centers have increased their school grades (from an average of 3, 4 to an average of 7, 8 and 9),
- 0% dropout - all our beneficiaries continue with their education in Moroccan schools,
- 66% of our young beneficiaries of the Socio-Economic Integration through Sport programs integrate into the sports industry job market following 12 months of training,
- 5 different types of structures have been launched since the establishment of TIBU: Centers for Education through Sport, sports and leadership academies, playgrounds for empowerment through sport, 2nd chance school oriented towards sports professions and HandiSport school for children with disabilities.

School of 2nd chance: 1st program for the professional integration of youth in NEET situation through sport

What is School of 2nd chance?

School of 2nd chance is a program that aims at enhancing professional integration through sports by promoting the employability of youth in NEET Situation (Neither in Education, Employment or Training) between 16 and 25 years old from vulnerable neighborhoods.

This project is divided into three phases:

- Work-linked training and technical and behavioral skills acquisition,
- Professional experience in programs about education through sport,
- Support to access to employment through internships and workshops aimed at the employability of young people.

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- Every year a group of a thousand girls and young people benefit from 9 months of alternating training and 3 months of follow-up and mentoring to accompany and facilitate their professional integration.
- The objective is to provide the participants with the necessary skills to hold positions primarily related to sport or around it. Through this project, the beneficiaries will be able to lead careers of sports coach, sports manager, or even entrepreneur in the field of education through sport.
- The project of professional integration through sport by TIBU Morocco is a real social project that implements several actors of the civil society, the state institutions and the private sector around an initiative bringing benefits on the social and economic plan youth and the sports sector.





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- The objective of this project is to prepare and support these young people towards a professional and social integration in the sports industries which opens several perspectives and broadens the field of integration towards employment for the participants without qualifications, equipping them with necessary tools and skills.

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The strategic components of the training:

In order to meet the requirements of the sports industry job market, we have designed and developed a training program that responds to the specific needs of each young person and allows a qualitative insertion into the job market. The main training modules are the following:

- Technical and sports modules ;
- Linguistic module ;
- Digital module ;
- Leadership and Personal Development Module ;
- Management Module ;
- Entrepreneurship Module.

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Since its inception in 2019, the initiative has received over 2020 applications to join the program from youth. The program has become a national reference for the training of young people in sport. For the first promotion that started in October 2019, more than 100 young people have been trained to develop the technical, behavioral and entrepreneurial skills necessary to join the job market in sport.

TIBU Morocco has made available to the young beneficiaries of the first promotion the digital tools necessary to continue learning during the period of sanitary confinement. In this sense, more than 120 interactive courses were organized as well as more than 20 workshops.

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Despite the difficult context related to COVID - 19 which hinders the professional integration of Intilaqa laureates into the sports industry, which is experiencing significant losses and major difficulties in terms of economic recovery. The program's laureates, together with the Intilaqa Initiative teams, were able to map out their path to professional integration by finding decent work opportunities.

To date, 66% of our laureates have joined the job market in jobs directly related to and around sport. While 5 young people have already set up sports companies with a social dimension.

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- The sports practiced by the beneficiaries of the program :
 - Football
 - Basketball
 - Handball
 - Rugby
 - Swimming
 - Fitness
 - Martial Arts
 - Tennis
- Volleyball
Surf
Cycling





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