



JOOD KITCHEN

SOLIDARITY RESTAURANT



Casablanca - Bouskoura

by jood



ABOUT US

JOOD, which was born in September 2015, on the initiative of Ms. Hind Laidi, is a citizen movement that aspires to promote social protection and reduce inequalities by supporting anyone in distress and precarious situations. Our mission is to re-establish social ties with and for those excluded and left behind.

The optimum goal is to develop and strengthen human capital through the social and economic reintegration of beneficiaries, and their professional reintegration through access to housing, hygiene and employment.

Since its creation and through its six branches, JOOD has demonstrated remarkable efficiency and commitment in the fight against homelessness in Morocco. Over the years, the association has confirmed its determination to achieve its objectives through innovative actions in favor of the homeless. Indeed, in 8 years JOOD has succeeded in alleviating hunger with over 555,410 full hot meals distributed to the homeless, and has provided social and economic reintegration to 1342 homeless people across Morocco.





PROBLEM

HOMELESSNESS AND THE ECOSYSTEM

Thousands of Moroccan children and adults live on the streets in extreme poverty.

Due to the failure of a multiplicity of systems and the implementation of human rights, more than 8,000 Moroccans are deprived of their constitutional right of access to decent housing.

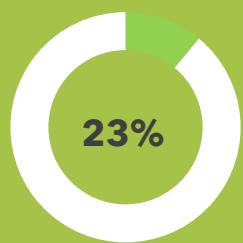
Organizations working to combat homelessness in Morocco are few and far between, lacking the necessary resources and offering unsustainable solutions.

THE HEALTH AND ECONOMIC CRISIS

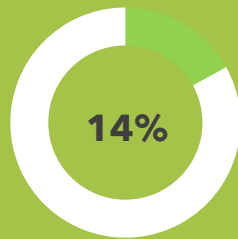
The health and economic crisis has led to an explosion in the number of homeless people in Morocco. The majority of these people are candidates for the social and professional reintegration program, and will benefit from training and social and professional support.



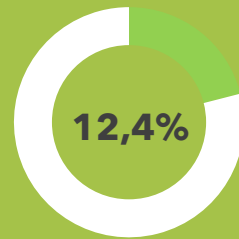
ALARMING FIGURES



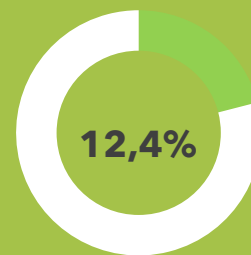
Grand Casablanca



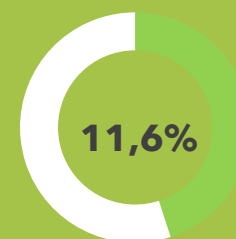
Tanger-Tétouan...



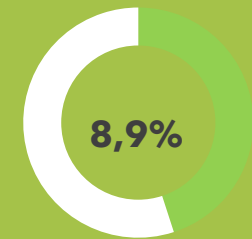
Fès-Meknès



L'Oriental



Rabat-Salé-Kénitra



Marrakech-Safi

89% of Morocco's homeless live in urban areas, with 74% concentrated in five regions.

Moreover, 86.7% of the homeless are men.

* General Population Census of Habitats 2014 - **HCP**



POURQUOI JOOD KITCHEN ?



Contribute to the success of training workshops adapted to beneficiaries

Contributing to the successful social and professional inclusion of the disadvantaged





Why Jood Kitchen?

Our restaurant project, with the support of several responsible partners; State, companies and foundations, will allow :

SAVE

Provide **45 people** with access to **vocational training, employment and housing**.

FEED

Provide more than **13,000 full hot MEALS** per month to meet the needs of the homeless in Casablanca.



SOLUTION

Jood Kitchen - Bouskoura is an innovative pilot project for a community restaurant that aims to develop and strengthen human capital through the social reintegration of beneficiaries. Our project is based on 3 fundamental axes:

1- Solidarity-based collective restaurant: We offer a quality catering service while contributing to the social reintegration of homeless people.

2- Socio-economic reintegration program: We meticulously select candidates for short, practical training programs, aimed at making them suitable for stable, dignified employment.

3- Sustainable business model: Our business model ensures that our customers are able to benefit from our services.

Sustainable business model: Our business model ensures the sustainability of our project by guaranteeing the continuity of our training offer and support for economic and social reintegration, in order to reach a greater number of beneficiaries and increase the success rate of reintegration.



RESTAURANT SOLIDARITY

INTERVENTION LOGIC

JOOD KITCHEN

SUSTAINABILITY

We offer a quality service with a social impact, enabling the sustainable development of an often marginalized community through social and economic inclusion.

EXPERTISE

Our program is designed by food service and training experts and certified by an international food testing laboratory.

AUTHENTICITY

A brilliantly conceived concept, 1st of its kind, a service that is both operational and socially oriented, based on Jood's experience in the field.



INTERVENTION LOGIC

JOOD KITCHEN

FINANCIAL EFFICIENCY

Reducing the cost of reintegrating the homeless

Reduce the cost of preparing meals for the homeless

SOCIAL DIMENSION

Our restaurant project will offer the homeless a place to learn, and a chance to learn a trade that is in high demand in the Moroccan job market, a chance that will guarantee them a better future.

DURABILITY

Our project offers access to training and employment without worrying about the continuity of the action, as it is an income-generating project. What's more, it will enable us to guarantee the financing of our humanitarian actions, such as marauding...

TARGET AUDIENCE

1- Beneficiary: Morocco's homeless (adult men and women, migrants...)

2- Customer : low-income earners in the Bouskoura industrial park



JOOD KITCHEN

OUR SOCIAL MODEL

HOUSING

FURNITURE

POCKET MONEY

Thanks to its multi-disciplinary team of social specialists, coaches and doctors, the JOOD association will provide all the necessary help (medical, social, financial and legal assistance) to candidates who initiate their training at the restaurant.

Throughout the training period, Jood will support candidates with furnished accommodation and pocket money. At the end of the training, Jood will guarantee an employment contract and the necessary follow-up, and ensure that each "graduate" becomes an active and integrated citizen of society.

SUPPORT PERIOD: 5 MONTHS



SOCIAL SUPPORT HOMELESS

OUR SOCIAL MODEL



TRAINING PERIOD: 3 MONTHS

HUMANITARIAN APPROACH

The philosophy behind our concept is to have a positive impact on people living in precarious conditions, particularly the homeless. Our apprentices are the essence of our social responsibility, and will be at the center of our concerns through training workshops for catering professions.

TRAINING

Our training program will be set up for the 1st selected homeless beneficiaries, and will focus on kitchen trades.

WORKSHOPS

TRAINING

HOMELESS¹²



TRAINING PLAN RESTAURATION





TRAINING PLAN RESTAURATION

5 MOIS



ONBOARDING

The beneficiary will begin by learning or relearning a rhythm of professional life as a kitchen assistant and helper.



COACHING

The beneficiary will be coached by our multidisciplinary team of professional and personal coaches



THEORY

in parallel, the beneficiary will begin a series of classroom courses to learn the basics of the trade in collaboration with the OFPPT



PUTTING IT INTO PRACTICE

The beneficiary will first be familiarized with the basic tasks performed in the kitchen



SKILLS TRAINING

Once you've completed your training, you'll be able to enter the world of work as a catering professional.



TRAINING PROGRAM DISCIPLINES

OFPPT offers a wide range of specialties that best meet our aspirations and the needs of the job market. The training courses are organized into 2 parts: theoretical and practical.



THEORETICAL TRAINING

The OFPPT offers tailor-made courses and training modules adapted to the professions and skills required, to be taught in the classroom.



HANDS-ON TRAINING

The OFPPT provides us with a training center for the hotel and catering trades, so that our apprentices can spend part of their training in practical workshops, learning the various catering trades on offer.

TRAINING PROGRAM SKILLS



KITCHEN HELP

The Commis de Cuisine is a professional in charge of preparing culinary preparations and hotel pastries under the authority of an experienced chef.



RESTAURANT CLERK

The Commis de Restaurant is a professional capable of correctly and efficiently carrying out the tasks and activities inherent to the service function in a restaurant.



BOUCHER

Anyone who receives, debones, processes, packages and markets meat products. He or she also takes part in the inventory, maintains butchery equipment and tools according to health and safety standards, and performs ancillary tasks.





OUR THEORY OF CHANGE SOCIAL AND ECONOMIC REINTEGRATION



THEORY OF CHANGE

General objective

Promoting social justice by improving employability and democratizing training and economic well-being

METHOD

3 MONTHS

ONBOARDING
The beneficiary is fully supported to start his or her training, while being provided with accommodation and furniture, medical assistance and a training allowance for 5 months, until he or she becomes financially stable.

THEORETICAL AND PRACTICAL VOCATIONAL TRAINING
Qualifying training in the various kitchen and catering trades, for a period of 3 months, in our Jood Kitchen and in collaboration with the OFPPT.

2 MONTHS

PROFESSIONAL INCLUSION
At the end of the training period, Jood will guarantee each beneficiary a job in the catering industry, thanks to partnerships signed with companies.

FOLLOW-UP AND SUPPORT
To ensure successful professional inclusion, a support and follow-up program will be tailored to each beneficiary.

SOLUTION

FINANCIAL AND SOCIAL STABILITY
Our social and economic reintegration plan supports our theory of change, which states that anyone with the professional skills to achieve financial and social stability can only be a productive citizen in a society that contributes to its development.



JOOD KITCHEN OUR COMMITMENT TO SUSTAINABLE DEVELOPMENT



OUR COMMITMENT TO SUSTAINABLE DEVELOPMENT

POVERTY ERADICATION

GENDER EQUALITY

ACCESS TO DECENT EMPLOYMENT

SUSTAINABLE COMMUNITY

As long as a homeless person has no income, he or she costs the community a great deal of money in terms of medical and psychological care, social support in temporary accommodation structures, detention costs in prisons...

Jood Kitchen, which is a solidarity project, with its added value and all its components, contributes to achieving the strategic objectives of sustainable development.





OUR COMMITMENT TO SUSTAINABLE DEVELOPMENT

CONTRIBUTING TO THE ERADICATION OF POVERTY

Our Jood Kitchen training and social and economic reintegration program, which fights social exclusion, aims to guarantee each of our beneficiaries stable financial resources, enabling them to lead a life without hunger, and facilitating their access to education and health services.

1 PAS DE PAUVRETÉ





OUR COMMITMENT TO SUSTAINABLE DEVELOPMENT

GENDER EQUALITY

JoodKITCHEN is fully committed to promoting gender equality, and actively supports the empowerment of women in its professional teams as well as in the target community line, offering equitable employment and professional development opportunities. Through our commitment to gender equality, Jood Kitchen aims to create an inclusive environment where everyone can thrive, contributing to a fairer, more balanced future for all.

5

ÉGALITÉ ENTRE LES SEXES





OUR COMMITMENT TO SUSTAINABLE DEVELOPMENT

ACCESS TO DECENT EMPLOYMENT

Our social and economic reintegration program through Jood Kitchen will guarantee each of our beneficiaries a decent job at the end of their training, enabling them to support themselves, develop their potential and participate in the economic development of our beloved Morocco.

8 TRAVAIL DÉCENT ET CROISSANCE ÉCONOMIQUE





OUR COMMITMENT TO SUSTAINABLE DEVELOPMENT

SUSTAINABLE COMMUNITY

Our social and economic reintegration program, through Jood Kitchen, promotes productivity, social development and much more. It allows us to count many less homeless people, and to be able to count them among the city's inhabitants, thus guaranteeing their social and economic advancement.

11 VILLES ET COMMUNAUTÉS DURABLES





JOOD KITCHEN

**OUR PROFESSIONAL
COMMITMENT**



OUR OPERATIONAL COMMITMENT

CULINARY EXPERTISE

Our team of qualified chefs prepares new, innovative and balanced flavours, while delivering top-quality service.

BALANCED NUTRITION

Our menus are prepared by dietetic specialists, to cater for guests of all ages every day and guarantee their health and well-being.



RESTAURATION

COLLECTIVE



OUR OPERATIONAL COMMITMENT

QUALITY SYSTEM

Our products and services will be subject to a quality control system to ensure compliance with catering standards and procedures, as well as hygiene and food safety standards. Our partner, Qualilab International, a quality expert in the agri-food sector, will support us in the analysis, consulting, training and certification of all our catering and kitchen processes.



RESTAURATION
COLLECTIVE



OUR OPERATIONAL COMMITMENT

CATERING

We offer a varied range of morning, lunch and evening meals, specially designed to meet the needs of the low-income community of employees in the Bouskoura industrial zone. Our aim is to provide a diversified food offering at an affordable price, while guaranteeing fast, high-quality service to ensure the satisfaction of each and every one of our diners.

CATERING



OUR STRUCTURAL COMMITMENT

CERTIFICATION SYSTEM

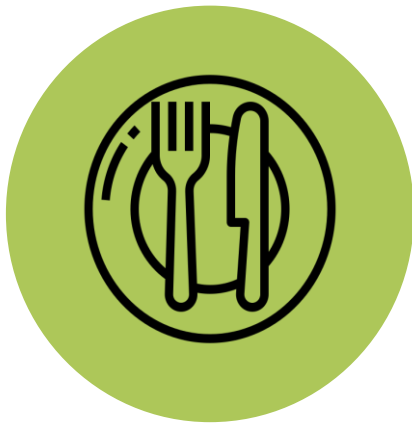
To meet the structural obligations of a growing movement, Jood Kitchen is committed to professionalism and continuous improvement. Because we are aware of the importance of quality, risk management and the monitoring of objectives in our organization, together with our partners we are not only complying with the requirements of this certification, but implementing a new logic and method of solidarity catering based on continuous improvement.



CATERING



OUR SERVICE INCLUDES



COLLECTIVE CATERING
WITH A QUALITY/PRICE RATIO FOR
EMPLOYEES IN THE BOUSKOURA
INDUSTRIAL DISTRICT



TRAINING - EMPLOYMENT
SOCIAL AND ECONOMIC
INCLUSION FOR THE
HOMELESS



OUR PARTNERS WHO SUPPORT US



**CHAMBRE FRANÇAISE
DE COMMERCE ET D'INDUSTRIE
DU MAROC**

The French Chamber of Commerce and Industry in Morocco, which has a restaurant in the Bouskoura Industrial Park, and as part of its social activities, CFCIM is making the Restaurant available to Jood in the context of the development of the Jood Kitchen Project, and within the framework of a partnership contract signed on January 23, 2023.

**OUR
SOLIDARITY
PARTNER
CFCIM**

- 1** Make available the premises where the Restaurant is located, free of charge, for the duration of the fitting-out and equipment work deemed necessary for the smooth running of the business.
- 2** Make available the premises where the Restaurant is located for as long as it is open and in business
- 3** Set the Restaurant's rent at a very advantageous level for the first 3 years of operation



Our partnership with the **Office of Professional Training and Labor Promotion** (OFPPPT) revolves around these three strategic missions, which are carefully aligned with the needs of the job market and the specificities of our economic sector:

OUR OFPPPT TRAINING PARTNER

1

Satisfy the needs for qualified human resources for the benefit of economic operators, and thus contribute to improving their competitiveness

2

Ensure the development of the skills of candidates in the training program

3

Promote the employability of candidates through qualifying courses and assistance with professional integration and/or business creation



Our significant associative presence has allowed us to develop solid and effective partnerships in the agri-food sector, to secure part of the products free of charge, and the other part with very preferential prices;

PARTNERS AGRIBUSINESS





OVERVIEW

45

TRAINING CAPACITY

Number of socio-professional reintegration/year

705

AREA OF THE PREMISES (M2)

Who can accommodate 340 guests

13000

MEALS PREPARED FOR THE HOMELESS

Number of meals distributed to the homeless during night patrols

500

PRODUCTION CAPACITY

Number of dishes to be served in the restaurant/day



GROWTH STRATEGY



PROJECT LAUNCH

Launch of the Jood Kitchen restaurant, Start-up of the restaurant service

Receive 1st candidates for training in catering professions



PERFECTIONNEMENT

Establish partnerships with companies in the agri-food sector to reduce our operating costs, Use a market-driven approach to identify the HR needs of partner companies and train them in the corresponding professions.



EXTENSION

Establish partnerships with companies in the Bouskoura area to expand our customer base, Broaden the themes of training modules for candidates: Room service, Cashier... Expand the variety of courses and modules, durations and types of diplomas and certifications.

GET INVOLVED

Solidarity

Contribute to humanitarian action aimed at preserving the dignity of the homeless and giving them access to housing and employment.

Efficiency

*KING WINS TWICE
Prices in line with market prices
Quality fast-food service*

CSR

Your involvement in JoodKITCHEN will strengthen your reputation as a socially responsible and committed company.

ACT

**FOR THE DIGNITY OF DISASTER
VICTIMS**



CONCLUSION

JOOD KITCHEN IS AN INNOVATIVE AND UNIQUE PILOT PROJECT, DESIGNED TO BE DUPLICATED IN REGIONS WITH A HIGH CONCENTRATION OF HOMELESS PEOPLE, IN ORDER TO ACHIEVE SOCIAL JUSTICE THROUGHOUT MOROCCO. WE'RE CONVINCED THAT WE CAN'T DO IT ALONE, WHICH IS WHY WE NEED TO COORDINATE WITH OUR PUBLIC PARTNERS, SUCH AS INDH, WHICH HAS APPOINTED US AS THE NETWORK'S LEAD ASSOCIATION, AND OUR SOLIDARITY PARTNERS, KNOWN FOR THEIR COMMITMENT TO CSR. ALL UNITED IN OUR AIM TO HELP THE HOMELESS TO ENSURE RESPECT, FAIRNESS AND DIGNITY, SO THAT TOGETHER WE CAN BUILD A BETTER FUTURE FOR ALL.



THANK YOU FOR THEM

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