



High Atlas Foundation  
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# THE IMAGINE EMPOWERMENT EXPERIENCE





## WOMEN'S EMPOWERMENT IN MOROCCO

IMAGINE is a self-discovery workshop series developed by the Empowerment Institute in the United States and adapted by the High Atlas Foundation (HAF) in Morocco to meet the needs and aspirations of local people, especially women. This four-day workshop series is delivered in local languages and sets women on a path to self-improvement resulting in leadership opportunities, economic independence, and women-led community initiatives.

IMAGINE is designed to empower women with cognitive behavioral techniques, self-agency, confidence, self-care, and solidarity to understand, address and overcome many of the intersectional challenges that they face.

Throughout the personal growth process, HAF assists women in finding their voices, building confidence in their abilities, and defining and achieving their goals. The IMAGINE methodology goes beyond a therapeutic approach that primarily focuses on healing wounds from the past. It also helps women envision what they desire most and create that.



# WHAT ARE HAF'S EMPOWERMENT GOALS

The purpose of the IMAGINE Empowerment Experience is to enable participants to create a life they want to live. It is considered one of the leading personal growth training opportunities available.

HAF trains Moroccan women with diverse economic, ethnic, and educational backgrounds to be social change agents. In addition, HAF also strengthens women as rights holders by providing tools for them to advocate for themselves and their goals.

The HAF women's empowerment workshops integrate three activities:



Throughout the IMAGINE personal growth process, HAF assists women in finding their voices and achieving their goals. This approach responds to the intersectional challenges faced by each community.

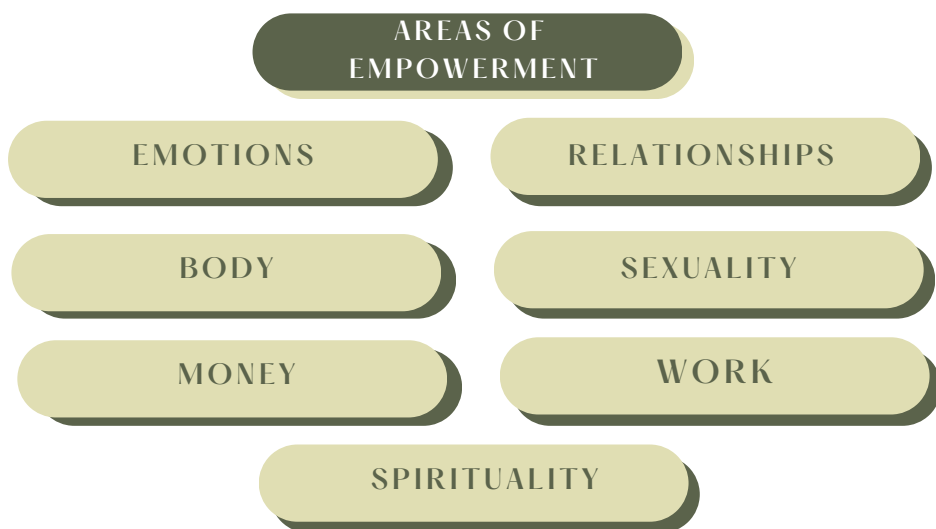
The 'Moudawana' or Family Code is integrated into IMAGINE, providing a rights-based approach that brings together women to educate them on legal protection and determine ways to further social justice.



Cooperative-building is an output of the IMAGINE Experience that sustains women's financial autonomy. HAF supports the growth and development of women's groups to create greater financial independence, expand networks, and promote change in women's roles in their communities.

## WORKSHOP METHODOLOGY

The IMAGINE Empowerment Experience empowers women in challenging situations by focusing on self-efficacy through a four-day "Empowerment Workshop." This program helps women increase self-knowledge, create a vision for their lives, overcome limiting beliefs, and adopt strategies to achieve their goals. The tools provided aim to sustain personal growth and positively impact families and communities.



HAF's in-house IMAGINE team has completed psychosocial, cultural, mediation, and organizational behavior training, and are active participants in IMAGINE's evolution both as trainers and as designers. Their insights from the field help IMAGINE to adapt to changing conditions and needs in local communities.

HAF supports participants in transforming limiting beliefs and channeling their energy towards healthier and more fulfilling lives. Ongoing monitoring and evaluation ensures the program's effectiveness and cultural relevance.



# HAF IMPACT FOR GROWTH

Since 2017, HAF has been steadfast in advancing community empowerment, especially women's empowerment, through 221 impactful workshops. These workshops have reached 7,655 participants—including 5,603 women, 203 men, and 1,849 children—in 26 provinces.

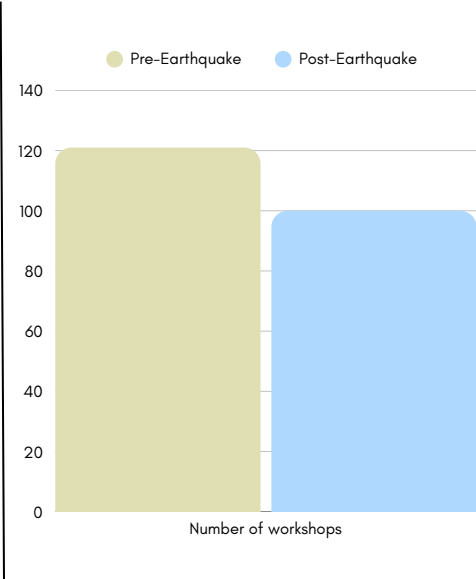
These workshops equip participants with the tools, confidence, and leadership skills needed to become active contributors to their communities. By focusing on both personal and professional development, HAF is fostering social and economic growth among women and men alike. Empowered participants are now leading efforts in their communities, driving sustainable development across Morocco.



After the September 8 earthquake, the IMAGINE experience was adapted to a psychosocial empowerment series focused on overcoming trauma caused by the earthquake, and expanded to include men. This trauma is linked to identity, self-determination, grief, the certainties of life, and the fears surrounding the disruption of one's daily routine.

The psychosocial empowerment workshops address and normalize post-trauma feelings, share coping strategies, and foster resilience and hope among participants as they begin to move forward. The workshops also allow for community building as the participants bond over their shared experiences.

This past year, HAF Psychosocial Workshops reached a total of 4,643 individuals in earthquake-impacted areas. Among them, 2,647 were women, 147 were men, and 1,849 were children.



EMPOWERMENT MODEL



## LET'S HEAR FROM OUR PARTICIPANTS



"I honestly wasn't intending on attending all four days. I thought that I would just come and see what this is about for a day and not come back.

However, I was so surprised by the impact that the activities had on me that I was determined to attend all four days. I am actually sad now that this is almost over."



A participant from  
Dar Al Moustaqbel



"The phrase 'creating your life as you want it' captivated me from the start of the IMAGINE workshop. Our coach, Fatima-Zahra, skillfully guided us through the seven areas of life—emotions, relationships, body, money, work, and spirituality—helping us reflect on our current situations and offering practical tools for change.

I realized that our thoughts shape our reality, and to transform our lives, we must first change our mindset. The workshop gave me valuable insights and challenged me to grow. I'm truly grateful for the experience."



A participant from  
the village of Ait Othman Ohsain



*The High Atlas Foundation is a Moroccan association and a U.S. 501(c)(3) nonprofit organization founded in 2000 by former Peace Corps Volunteers committed to furthering sustainable development. HAF supports Moroccan communities to take action in implementing human development initiatives and promotes organic agriculture, water solutions, women's empowerment, youth development, education, and culture.*

*Since 2011, HAF has had Consultancy Status at the United Nations Economic and Social Council.*

Need more info?



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