

The Eco-Friendly Tree Sacks Program

1. GENERAL CONTEXT:

Social development in Morocco is a key pillar for achieving economic balance and improving living conditions, especially for vulnerable groups in rural areas. In recent years, cooperative initiatives have become an effective tool for promoting social inclusion and economic empowerment. The country has seen increasing momentum in the creation of cooperatives, supported by public policies, funding programs, and partnerships with institutions.

In this context, the **Tree Sacks Project** stands out as an innovative initiative aimed at strengthening women's economic independence and promoting sustainable development. This project is implemented by the **HAF** with the support of the **Jewish Joint Distribution Committee (JDC)**. It seeks to empower women by helping them establish local cooperatives, develop their entrepreneurial skills, and contribute to sustainability by reducing plastic use through the production of eco-friendly tree sacks.

The **HAF** demonstrates its strong commitment to women's empowerment and their economic and social role while making a positive environmental impact in Morocco. Through continuous support, the foundation has successfully registered three official cooperatives in Al Haouz province:

- **Zarbiat Achbaro Cooperative** in Tameslouht commune
- **Timyorine Nissae Tinnel Cooperative** in Talat N'Yaaqoub commune
- **Tifawte Ouidraren Cooperative** in Aghbar commune

As part of its ongoing efforts to support rural women, HAF provided **50 sewing machines and equipment** to these cooperatives, thanks to its funding from JDC. This support aims to improve production quality and ensure its sustainability, contributing to the development of sustainable agricultural practices while equipping women with new skills in sewing.

These cooperatives serve as a progressive model for social and economic inclusion. Women now have job opportunities, generating income by participating in local women-led economic opportunities. The project reflects the foundation's ongoing commitment

promoting the integration of women into working life, especially in areas that strive to achieve development paths that benefit different social groups.

With the provision of equipment and technical support, these cooperatives were able to start producing eco-friendly tree sacks, which are used by nurseries and farmers to grow trees and plants from seeds. Normally these tree sacks are black heavy plastic which blights the landscape, but through this project the women are sewing light, cloth tree sacks. This initiative connects women to economic opportunities while decreasing plastic in the agricultural sector and in the landscape. This gradual development reinforces the concept of sustainability and contributes to environmental protection, making the project an important step toward a more eco-conscious and gender-equal future.

Overall, the **Tree Sacks Project** is a practical model for empowering women and promoting sustainable development in rural communities. By supporting cooperatives, providing training, and strengthening partnerships, the initiative is helping to build a brighter future where women play an active role in economic and social progress. Looking ahead, we anticipate further success and expansion to achieve the project's vision on a broader scale.

This report summarizes the various activities and key milestones achieved during the second phase of the project (September 2024 to February 28, 2025).

2. PROGRAM OBJECTIVE:

The project aims to improve the socio-economic status of women within the Al Haouz province of Morocco by establishing sustainable livelihood opportunities, namely the production of tree sacks.

3. SUMMARY OF PROGRAM ACTIVITIES:

Between September 2024 to February 28, 2025, the following activities were undertaken:

1. **September 29, 30, and October 1, 2024 - Building partnership and connections with other cooperatives** - Members from cooperatives in the High Atlas Mountains visit Tangier to share solidarity and success with industry leaders



2. **December, 2024 - January, 2025** - Hands-on training in sewing to produce tree sacks, and safety protocols and best practices for operating manufacturing equipment for Women's Cooperatives in Achbaro, Tinmel and Aghbar.
3. **January 20th 2025** - Achbaro Cooperative participates in HAF's nation-wide Tree Planting Day.
4. **February, 2025** - IMAGINE Workshop for women from TALIM in Tangier and women's cooperative in Achbaro and Tinmel from Al Haouz region.
5. **February, 2025** - Testing the bags product manufacturing at the nurseries.

These activities are outlined in Table 1 and described in further detail below.

Table 1 - Overview of activities during reporting period

N° Activity	Topic	Date	Place	Target Group	Objective	Results	Number of beneficiaries
1	Building partnership and connections with other cooperatives	September 29, 30, and October 1, 2024	Tangier	women's cooperatives	partnership and connection building	Networking and social capital - increase in the formation of supportive networks and collaborations among women participating in the program	10
2	Hands-on training in sewing to produce tree sacks, and safety protocols and best practices for operating manufacturing equipment for women's cooperatives	December, 2024 - January, 2025	Achbarou Village Tinmel Village Ouidararen Village	women's cooperatives	Applied training in sewing	Increase in skill development of participating women in sewing skills	50
3	Achbaro Cooperative participates in HAF's nation-wide	January 20th 2025	Achbarou Village	women's cooperative	Women to begin producing tree sacks and testing	Increase women about the role of cloth sacks in planting	11



	Tree Planting Day						
4	IMAGINE Workshop for women from TALIM in Tangier and women's cooperative in Achbaro and Tinnel from Al Haouz region.	4 to 6 February, 2025	Cooperative kolchi beldi Marrakech	women's cooperative	Empowerment & supportive networks and collaborations	Networking and social capital & confidence, decision-making power	21
5	Testing the bags product manufacturing at the nurseries	February, 2025	Nurseries		Product manufacturing testing		-

01. September 29, 30, and October 1, 2024 - Building partnership and connections with other cooperatives - Members from cooperatives in the High Atlas Mountains visit Tangier to share solidarity and success with industry leaders

Introduction :

As part of the cooperation and sustainable development programs that the HAF seeks to implement, a field trip was organized to the city of Tangier with the participation of 10 women from cooperatives in the Al Haouz region, under the Tree Sacks Project funded by JDC. These women had benefited from the Foundation's projects, such as the family literacy project, empowerment workshops, and psychosocial support and empowerment workshops. The visit, which took place from September 29 to October 1, 2024, aimed to strengthen cooperation among the women and facilitate the exchange of successful development experiences.

Objectives of the Visit:

- ❖ Establishing communication bridges between women from different cooperatives.
- ❖ Strengthening collaboration between women's cooperatives and local industry leaders.
- ❖ Sharing success stories and exchanging experiences to broaden the benefits and advance development projects.
- ❖ Visiting economic and cultural institutions to learn from successful local models.

→ Trip Details:

Day 1:

On September 29, 2024, the trip began in the morning, with participants gathering in a designated location in the Marrakech region before heading to Tangier. During the journey, an overview of the visit's program and objectives was presented. Upon their arrival in the afternoon, the group was welcomed at the hotel by Elisabeth Vanness, HAF's COO. A meeting was held where the participating women introduced themselves and shared their most significant experiences and insights gained from the Foundation's projects.



Women from the cooperatives are ready to visit Polydesign with the HAF team. September 30, 2024. Photo by HAF

The group consisted of women from diverse financial and social backgrounds, representing a wide range of experiences and needs. For example, Samira, who attended an empowerment workshop several years ago, now manages a successful cooperative specializing in traditional crafts and textiles. Hayat and Ouidad, who participated in the psychosocial support workshop, established a cooperative through the Tree Sacks Project. Meanwhile, Malika, who recently began her journey, continues to benefit from training programs designed to improve her skills and enhance her management knowledge. This diversity highlighted how some participants had made significant strides in their development journeys, while others were just beginning, fostering a rich environment for exchanging experiences and mutual learning.

Day 2:

On September 30, 2024, our visit to Polydesign began, where we were warmly welcomed by Ms. Julianne, the company's director. She provided us with an overview of the company and its specialties. Polydesign is a leading company in industrial design and production, focusing on creating innovative products using modern technologies that cater to both local and international markets.

Following this, Ms. Elisabeth, the COO of the HAF, delivered a comprehensive presentation on the Foundation's key projects, particularly in the areas of self-empowerment, psychosocial support, and informal education. She explained how the Foundation supports women in different regions through programs designed to improve their quality of life and enhance their economic and social capabilities.



Elisabeth delivered a comprehensive presentation on the Foundation's key projects. September 30, 2024. Photo by HAF

Each of the participating women of the cooperatives introduced themselves and shared their roles and the programs they have engaged in through the Foundation. The projects they participated in varied; some benefited from initiatives such as the Family Literacy

Project, the Nurseries Project, and the “Farmer to Farmer” Project. However, they all shared one common element: their participation in the Empowerment Workshop, which serves as the backbone of the HAF and is implemented in every project to ensure sustainability.



Women introduce themselves to the polydesign team. September 30, 2024. Photo by HAF.

Following the Al Haouz earthquake, the Psychosocial Support and Empowerment Workshop was adopted, building upon the Empowerment Workshop to address emerging needs and enhance positive impact. This workshop played a crucial role in strengthening the women's resilience after the earthquake, enabling them to overcome new challenges and regain confidence in their ability to move forward with their lives and projects. Their experiences were inspiring, demonstrating the tremendous efforts of each woman and the significant work of the Foundation. They also highlight the concept of sustainable development that the Foundation emphasizes, reflecting its commitment to achieving a lasting positive impact in the lives of the participants and their communities.

In front of the session, Souad, the facilitator of the empowerment workshop, presented an overview of its achievements and outlined the vision for ensuring its long-term positive impact. She emphasized that the primary goal is to build strong women capable of facing challenges and achieving sustainable development in their communities, with a focus on continuous support and skill development.



HAF presentation in front of the Polydesign team. September 30, 2024. Photo by HAF.

Mr. Youssef Mazdou, the program manager at HAF, provided an overview of the Tree Sacks Project launched by HAF with the support of JDC to help protect the environment by producing biodegradable tree sacks in cooperation with three women's cooperatives in the Al Haouz region, which were established with the support of HAF. As part of this initiative, 50 sewing machines were purchased, and a total of 50 women are participating in the production of durable, eco-friendly tree sacks.

This initiative presents a valuable opportunity for the participating women's cooperatives to learn new skills, engage in meaningful work, support their families, and contribute to environmental conservation.

Given that HAF's vision is to reduce plastic use, and while tree planting benefits the environment, the traditional plastic bags used in this process pose a challenge. This initiative aims to promote sustainability by replacing plastic with eco-friendly alternatives.



Youssef provided an overview of the tree sacks Project of the Polydesign team. September 30, 2024. Photo by HAF.

Ms. Julianne then showed a video highlighting the work she had done for earthquake victims in the Taroudant region. Although this aid had not reached the women present, they expressed their gratitude, acknowledging that their struggles were shared. This moment exemplified solidarity among the women, as they recognized that mutual support is key to recovery and growth.



Ms. Julianne presented a video showcasing her work supporting earthquake victims in the Taroudant region. September 30, 2024. Photo by HAF.

Following the session, we toured Polydesign's facilities to explore its products and various stages of the manufacturing process. Due to the size of the factory, we focused on sections

utilizing threads, sewing machines, and hand-sewing techniques. This tour aimed to inspire the participating women, as these areas aligned with their expertise in sewing and handicrafts, allowing them to observe new techniques and methods they could apply in their cooperatives.

The tour motivated the women to work harder and develop their cooperatives further. Witnessing the professional practices and advanced techniques at Polydesign inspired them to integrate what they had learned into their own projects. This realization of the potential to expand their businesses fueled their ambitions for greater success and sustainability in their cooperatives.



HAF team, women's cooperatives, and polydesign team. September 30, 2024. Photo by HAF.

Regarding the commonalities between the women's work in their cooperatives and Polydesign's practices, the participants noted several key points:

1. "The company operates in a sequential manner, with each workshop responsible for a specific task, similar to how we divide tasks in our cooperatives."
2. "The shared elements include task division, quality control, cleanliness, organization, and working based on demand. I also noticed mutual respect among workers, the raw materials used, and the mechanisms—qualities we strive for in our cooperatives."



3. "Quality and precision are essential in everything produced by the company, and we aim for the same in our cooperatives. Every step in the process is crucial to achieving a high-quality product, whether in handicrafts or industrial production."
4. "Like the company, we also focus on manufacturing raw materials with the goal of marketing them at high standards and quality, ensuring they meet customer needs on time. This is what we aspire to in our cooperatives."

- **Day3**

On October 1, 2024, the final day of our trip, we visited the Tangier American Legation Museum. This museum, more than just a display of artifacts, represents the deep cultural and historical ties between Morocco and the United States. As the only American National Historic Landmark outside the U.S., the museum has played a vital role in strengthening the bonds between the two nations over centuries.



HAF team and women's cooperatives with the Resident Director of the Tangier American Legation Institute, Jen Rasamimanana. October 1, 2024. Photo by HAF.

Upon arrival, we were warmly welcomed by our cultural guide, Ms. Yhtimad, who led us on an insightful tour of the museum's various halls. We explored artifacts and documents that chronicle the centuries-old diplomatic and cultural relationship. The women were captivated by the rich historical narratives and the intricate details of the exhibits, which highlighted Tangier's significance as a cultural crossroads between East and West. This visit not only expanded their understanding of intercultural communication but also deepened their appreciation of the city's historical influence.



Women's cooperatives exploring the American Legation museum. October 1, 2024. Photo by HAF.

After the museum tour, we explored the winding streets of Tangier's old city. This immersive experience allowed the women to discover historical landmarks like the Kasbah, bustling traditional markets, and old cafés that embody the unique essence of the city. The tour was not just a journey of discovery but also a bonding experience for the participants, who shared stories, exchanged impressions, and reflected on the beauty and history that surrounded them.



Women's cooperatives exploring the winding streets of Tangier's old city. October 1, 2024. Photo by HAF.

The women found inspiration in Tangier's profound heritage and cultural influence, recognizing the value of cultural preservation as a resource for their future projects.

Reflecting on their experiences at the museum, the participants shared several valuable insights:

1. "Promoting literacy in a museum is rewarding. I've been in this field for over 10 years, and I'm happy when a beneficiary tells me she knows the bus number, reads the Quran, and spells words in a book."
2. "Visiting the American Legation Museum inspired me. It shares the stories of strong women and personalities and helps women with literacy, sewing, and personal development. I hope my story will be among these inspiring narratives."
3. "The literacy workshop supervised by the American Mission is a noble social initiative, serving as a model for those who believe in volunteer work and charity to support others."

Conclusion:

The field trip to Tangier, organized by the HAF through the tree sacks project funded by the JDC, was a transformative experience for the 10 women from Al Haouz cooperatives. Over the course of three days, they engaged with successful economic and cultural institutions, gaining valuable insights from their visit to Polydesign. This exposure to best practices in industrial design inspired them to implement similar strategies within their cooperatives, focusing on quality and collaboration.

➤ **Personal Stories:**

Reflecting on the experience, **Zineb** expressed, "I learned so much on this trip, including how to engage with other cooperatives and the importance of quality control. I also appreciated the museum's literacy programs, which can be integrated into our cooperative activities to promote development."

Samira echoed this sentiment, saying, "Thank you to the High Atlas Foundation. This trip taught me unforgettable lessons. I learned how to manage my project with discipline, discover Tangier's authentic history, and explore the old city. I'm truly grateful for this experience."

Najah summarized the impact of the trip by saying, "Over the past three days, the High Atlas Foundation organized an enriching exchange trip in Tangier, bringing together ten women

from diverse areas of the Al Haouz province. The initiative fostered collaboration, shared experiences, and empowered participants through cultural and educational exchanges."

Overall, the visit reinforced the significance of networking, continuous learning, and resilience in achieving sustainable growth. With the ongoing support of the HAF, these women cooperatives are well-positioned to become agents of change in their communities, creating a lasting positive impact.

The visit to Tangiers also ignited a sense of solidarity between the members of the Al Haouz cooperatives and participants in the American Legation literacy program, many of whom are also starting cooperatives. Women all over Morocco face challenges in overcoming obstacles to social and economic participation. Women who succeed through gaining skills like literacy or sewing and lunch ne initiatives rely on each other for advice and support. The Tangiers women pledged to visit Marrakech to reconnect with the women of Al Haouz.

Name of women's cooperatives in Al Haouz province participated in the visit			
Full name	Name of cooperatives	Commune	Title
Najah Benohoud	SALL ATLAS	Ghmat	President
Samira Driouch	ZARBIAT ACHBAROU	Tameslouht	President
Rachida Ait Outachki	ABOUGHLOU	Ourika	President
Latifa Tahsina	AZAGHAR SBITI FOR DEVELOPMENT	Ourika	President
Ouidad Ait Mahmoud	TIMYORINE NISSAE Tinnel	Talat N'Yaaqoub	President
Mariam Hartattouch	TIMYORINE NISSAE Tinnel	Talat N'Yaaqoub	Member
Hayat Ait Boumarym	TIMYORINE NISSAE Tinnel	Talat N'Yaaqoub	Member
Hasna Ait Mbark	-	-	-
Habiba EL Idrissi	AZMZ NTMGHARINE	Sti Fadama	President
Zineb Lachhar	TITBIRIN NOUZAGHAR	Ourika	President

02. December, 2024 - January, 2025 - Hands-on training in sewing to produce tree sacks, and safety protocols and best practices for operating manufacturing equipment for Women's Cooperatives in Achbaro, Tinnel & Aghbar.

Introduction:

At the beginning of December 2024, **50 sewing machines** and **fabric materials** were distributed and installed across **3 women's cooperatives**, as follows :

Achbarou Cooperative	Timyourine Nissae Tinnel Cooperative	TIFAWTE Ouidraren Cooperative
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17	17	16
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As part of ongoing efforts to support and enhance women's skills within these cooperatives, an intensive hands-on training program on sewing was launched, focusing on the production of high-quality tree sacks. The training, conducted between December 2024 and January 2025 under sewing expert Imane Malki, covered essential sewing techniques, safety protocols, and best practices for operating and maintaining manufacturing equipment.

This initiative aims to develop participants' skills, boost productivity, and create a safe and efficient working environment. Moreover, the training provided a unique opportunity for women to learn new skills, helping them build confidence and achieve economic independence.

❖ Training Objectives

1. Empowering women with essential sewing skills to produce high-quality, eco-friendly tree sacks.
2. Introducing participants to best practices for operating sewing equipment to ensure efficiency.
3. Strengthening collaboration among cooperative members for sustainable and effective production.
4. Enhancing women's independence within cooperatives by equipping them with professional production management skills.

❖ Training Content:

1. Basic Sewing Skills:

- Understanding the components of a sewing machine and how to use it.
- Practicing precise fabric stitching for tree bag production.
- Learning sewing techniques and fine finishing to ensure product durability.

2. Operating Sewing Equipment:

- Adjusting machine settings based on fabric type.
- Learning how to maintain the sewing machine and perform minor repairs.
- Identifying and troubleshooting common machine malfunctions effectively.

3. Workplace Safety Protocols

- Ensuring proper sitting posture to prevent back pain and muscle strain.
- Adhering to power disconnection procedures when machines are not in use.
- Handling sharp tools carefully and storing them safely.



- Maintaining a clean and organized workspace to avoid accidents.

❖ Training Outcomes and Impact on Cooperatives:

1. Women acquired new sewing skills, improving their productivity.
2. Increased independence for women within cooperatives through skill development.
3. Production of high-quality tree sacks, enhancing cooperative sustainability and market competitiveness.
4. Significant improvement in women's confidence and their ability to generate independent income.

❖ Women's Progress Before and After Training:

Before the training, many women lacked knowledge of how to operate sewing machines or produce tree sacks of suitable quality. There were varying skill levels, with some participants never having used a sewing machine before. **After the training and follow-up sessions**, women became more proficient in machine operation, capable of producing high-quality sacks, and more engaged in teamwork, positively impacting workflow within the cooperatives.



Women's Achbaro cooperative produced the sacks- January 2025. Photo by Youssef Mazdou.



❖ Challenges Faced During Training

- Some participants needed extra time to fully grasp the skills, as mastering sewing techniques was not easy for everyone.
- Technical challenges related to machine operation and maintenance required additional support during training.

- Varied experience levels among participants necessitated adapting the training methods to suit all learners.

❖ **Women's Feelings Upon Receiving Sewing Machines and Learning New Skills:**

One of the most touching moments of the training was when the women received their sewing machines. They expressed immense joy, seeing it as a real step toward economic independence. Some couldn't believe they had gained a skill that could transform their lives. Many felt proud of their ability to handle the machines and produce high-quality sacks. Learning a new skill for the first time gave them a sense of achievement and self-confidence.

❖ **Future Recommendations:**

- Organizing additional training sessions to reinforce acquired skills and introduce more efficient production techniques.
- Improving the cooperative workshop environment by ensuring proper lighting and ventilation.
- Providing ongoing support to participants to sustain production and enhance product quality.

❖ **Personal inspiring stories from different cooperatives:**

These stories reflect the real impact of the project on participants, not just technically but also in terms of personal and social growth.

➤ **Mariam from TIMYOURINE NISSAE Tinnel Cooperative**

Despite having previous sewing experience, Mariam was thrilled with the hands-on training because it helped her refine her skills. *"This is not just a sewing machine; it is the beginning of a new life for me. I now have a tool that allows me to earn a decent income. I am also proud to contribute to producing eco-friendly tree sacks."*

➤ **Hafida from TIFAWTE Ouidraren Cooperative:**

Hafida had some knowledge of sewing but had never used it as a source of income. During the training, she not only learned but also helped her colleagues who struggled with certain techniques. *"I learned that success is not just individual but collective. Helping others made me feel stronger. Today, as a team, we can produce large quantities of sacks, and each of us knows her role and how she contributes to the cooperative's success."*

➤ **Nezha from TIFAWTE Ouidraren Cooperative:**



Nezha was hesitant to approach the sewing machine at first. She had never worked with such equipment before and feared she wouldn't be able to use it. In the early days, she merely observed, trying to understand how to operate the machine, but felt discouraged when she couldn't sew a straight line in her initial attempts.

However, with time and encouragement from the trainer, Nezha regained her confidence. She practiced more and asked for additional guidance to refine her skills. After just three weeks, she successfully produced her first high-quality tree sack—a turning point in her journey. *"I never imagined I could sew like this! Now, I want to learn more and perhaps start my own business one day."*



Nezha & Hafida is taking measurements accurately in preparation for sewing the sacks- January 2025. Photo by Youssef Mazdou.

➤ **Samira's Testimony – Head of the Achbaro Cooperative:**

"Today, I carry with me the story of eight young girls who didn't get the chance to continue their education but found another path to uplift their lives through this cooperative."

When we heard about girls who had dropped out of school at an early age, we felt we couldn't let them face life without skills or opportunities. We knew that the cooperative could be more than just a workplace; it could be a space for learning, growth, and hope.

On the first day of training, the girls arrived hesitant—some shy, some unfamiliar even with the basics of handling a needle and thread. I saw curiosity and fear in their eyes as if they were asking themselves, *'Will we be able to do this?'*

During the training, the trainer, Imane, introduced them to fabric handling and machine sewing. It wasn't easy at first—some had never touched a machine before, and even pressing the pedal made them nervous. But as the days passed, fear gave way to enthusiasm.

One of the girls, Oumaima, was the quietest among them. She kept her head down most of the time as if afraid even to try. But after just one week, she surprised us all by successfully sewing her first tree sack by herself. We saw something different in her eyes, as if she were saying, 'I can do this, I am not incapable.'

Today, Oumaima and the other girls are no longer just trainees; they have become an essential part of the cooperative. Each of them has found her place.

This initiative wasn't just about teaching them a trade—it was about rebuilding their confidence. The girls now speak with more assurance, participate in decisions, and carry new dreams.

When I see them working side by side today, I remember the first day and realize how much their outlook on life has changed. These girls no longer feel excluded from opportunities; they have become part of them. The cooperative didn't just give them a skill—it gave them a chance at a new life, a chance to prove that they can succeed despite everything.

"This is just the beginning, and my heart tells me that these girls will go further than we ever imagined."



Girls in Achbaro cooperative learning sewing skills - December 2024. Photo by Youssef Mazdou.

Conclusion:

This training marks a pivotal step in strengthening the role of women in sustainable production, enhancing their practical efficiency, and ensuring a safe working environment. Through continued training and support, women's cooperatives can achieve greater success in the future, improving their economic and social conditions. Empowering women with practical and professional skills leads to transformative changes in their lives, making cooperatives a model for economic development and women's empowerment.

Photos:

[Link 1 - Achbaro cooperatives](#)

[Link 2 - Timyourine Nissae Tinnel cooperatives](#)

[Link 3 - Tifawte Ouidraren cooperatives](#)

03. January 20th 2025 - HAF Tree Planting Day with Achbaro Cooperative

❖ **Introduction:**

On January 20th 2025, the Achbaro Cooperative in Al Haouz Province experienced an exceptional day reflecting the commitment of the HAF to environmental sustainability and community development. The Foundation's team, consisting of two staff members and three volunteers from the Youth Conservation Corps, a project hosted by HAF in partnership with the US Forest Service and USAID, was warmly welcomed by the cooperative members. This initiative embodied the spirit of cooperation and collective responsibility toward the environment. The cooperative had previously benefited from several development programs launched by the Foundation, including the tree sacks program, funded by JDC.

The event began by Youssef Mazdou, the program manager at HAF, who spoke about the importance of reforestation in mitigating climate change and the role of biodiversity in promoting environmental health. He emphasized the significance of planting a variety of trees, such as olive, almond, and pomegranate, to enhance biodiversity and create a more resilient ecosystem. Youssef, along with Souad El Khadiri, the HAF psychosocial empowerment facilitator, provided practical guidance on proper seedling planting techniques, highlighting the importance of optimal planting depth and regular watering to ensure healthy tree growth.



Youssef explains the purpose of the cloth bags produced by the cooperative - January 20th 2025 - photo by HAF

These instructions served as an empowering tool, equipping the women with skills they could utilize and pass on to their families, thereby enabling them to make a positive impact in their communities.

❖ **Linking Tree Planting Day to the Tree Sacks Project:**

This event aligns with broader efforts to support sustainable livelihoods in rural areas, promote biodiversity, and combat desertification. The eco-friendly tree sack project, managed by the women of the Achbaro Cooperative, is a key element of this vision. These biodegradable tree sacks enable sustainable tree planting, reducing reliance on plastic and fostering environmentally friendly agricultural practices. Thus, this event was not merely about planting trees—it was a culmination of the women's efforts to contribute to sustainability in various ways.





Traditional plastic tree sack next to a new biodegradable tree sack produced by the cooperatives

❖ The Key Role of women cooperative in the Tree Planting Day:

The women of the cooperative played a central role in the day, enthusiastically participating in all stages of the process, from preparing the land and digging holes to planting nearly 25 seedlings. This was not just an agricultural activity but a deeply meaningful experience that fostered teamwork and shared purpose.

The women felt a special sense of pride when they saw the sacks they had produced being used in the field, reinforcing the value of their work and its positive impact on the environment.

The atmosphere was filled with enthusiasm and positive energy. Lalla Zahira, a dedicated member of the cooperative, expressed her feelings with joy, saying:

"Today, we are not just planting trees; we are sowing hope for our children's future. These trees will become part of our lives, growing alongside our dreams."

The expressions and smiles on the women's faces after planting the trees reflected a deep sense of joy and accomplishment. This day was an opportunity to strengthen bonds among them and foster a collective sense of environmental responsibility. The participants felt that they were part of a larger movement striving for change and that their efforts—whether in producing tree sacks or planting seedlings—were making a tangible contribution to sustainable development.



Women from the Achbaro cooperative participate in the HAF Tree Planting Day - January 20th 2025 -

❖ **Conclusion:**

The impact of this event extended beyond the Ashbaro Cooperative, as HAF teams spread across different regions of Morocco to plant trees on the same day. With the participation of local communities, students, and various stakeholders, the HAF National Tree Planting Day became a powerful symbol of unity and collective action for a greener and more sustainable future.

04. February, 2025 - IMAGINE Workshop for women from TALIM in Tangier and women's cooperative in Achbaro and Tinnel from Al Haouz region

Introduction:

From February 4 to 6, 2025, the HAF Implemented within the tree sacks project funded by JDC, held an IMAGINE Workshop. The three-day workshop took place at the Kolchi Beldi Cooperative, located in the Terre d'Eveil Targa area of Marrakech, and was attended by 21 women. (12 women) from the women's literacy program at the Tangier American Legation Institute for Moroccan Studies -TALIM- and the (5 women) from TIMYOURINE Nissae Tinmel, and (4 women) from Zarbiat Achbarou cooperatives from the Al Haouz province. The IMAGINE Workshop provided a safe space for participants to engage in self-reflection, personal growth, and empowerment through guided discussions and exercises. The workshop sessions focused on themes of resilience, goal-setting, and self-worth, equipping participants with tools to enhance their personal and professional lives.

This workshop was an outcome of the successful visit to the American Legation Museum in Tangier, by HAF and the TIMYORINE NISSAE Tinmel and Zarbiat Achbarou cooperatives, in October 2024. During the visit, Ms. Yhtimad Bouziane, the Associate Director of TALIM, guided the women through the museum and introduced them to the Institute's medina women's Arabic literacy community service programming. After the tour, Ms. Elisabeth Vanness, HAF Chief Operating Officer, proposed the idea of inviting the TALIM women to attend an IMAGINE Workshop. This was eagerly supported by Ms. Yhtimad. As a result, HAF extended an invitation to the women from TALIM to participate in the February workshop alongside women from the TIMYORINE NISSAE Tinmel and Zarbiat Achbarou cooperatives.



Imagine Workshop Facilitator and Participants, Marrakech, February 2025. Photo credit: HAF.

Workshop Overview:

The purpose of the workshop is also to increase the formation of supportive networks and collaborations among the participating women's groups to create social capital and networking strengthen their connections building.

It is also a unique opportunity to bring together women from the Atlas Mountains in Al Haouz and women from the heart of Tangier, which may help increase their confidence, decision-making power, and ability to assert their rights within their families and communities.

The IMAGINE Workshop brought together women from both urban and rural areas, creating a space for shared experiences and mutual understanding. The goal was never to compare their lives or struggles but to bridge the gap by highlighting the commonalities that unite them. Every place has its own unique characteristics—living in a city does not grant immunity from challenges, just as being in a rural area does not mean a life of inevitable hardship. Regardless of location, women face societal expectations, personal doubts, and the need to navigate complex emotions and responsibilities.

Through open discussions, the women discovered that their dreams, fears, and aspirations were not so different after all. Whether in a bustling city or a quiet village, they all sought self-growth, independence, and the ability to shape their own futures. By acknowledging

their shared struggles and strengths, they built a sense of solidarity, proving that empowerment is not defined by geography but by the courage to break barriers and embrace change.

The IMAGINE Workshop is designed to help women discover their personal strengths, overcome self-limiting beliefs, and create a clear vision for their future. The program equips participants with tools to build confidence, self-love, and goal-setting skills.

Workshop Description:

Workshop Day 1:

The workshop began with an introductory session to break the ice, outline objectives, and introduce key concepts, followed by the agenda for the next three days. The first day focused on the idea that nurturing positive thoughts requires removing negative beliefs, similar to how plants need weeds removed to thrive, we need to get rid of negative beliefs or mental barriers that hinder our progress and development. When we remove these hindering thoughts and focus on enhancing the positive aspects of our lives, we give ourselves the opportunity to grow and progress in a healthy and sustainable way. Participants responded positively, sharing their limiting beliefs and shifting from a problem-focused mindset to a goal-oriented approach. The importance of defining a clear vision was emphasized, highlighting that lack of clarity often hinders progress. These concepts were crucial in addressing any hesitation the participants might have in order to embark on their journey of self-discovery.

To support this journey, participants engaged in three key training sessions using travel brochures and maps to visualize personal growth:

1. **Exploring Growth Motivations** – This exercise stimulated their imagination and encouraged creative thinking about potential areas of growth, helping them envision what their journey would look like.
2. **The Internal Soil Testing** – A crucial step in self-growth, guiding participants to examine their beliefs, emotions, and thought patterns to uncover any limiting beliefs that may hinder progress. The focus was on identifying and challenging these beliefs to foster self-confidence and empowerment.
3. **Personal Strength** – Helped participants recognize inner strengths such as including commitment, discipline, a strong support system, inner guidance, a sense of humor, love, and authenticity.



Imagine Workshop Participants, Marrakech, February 2025. Photo credit: HAF.

Workshop Day 2:

On the second day, the focus shifted to **emotions**, helping participants explore, understand, and manage feelings such as frustration, empathy, and fear. Common emotional growth barriers—such as suppression, avoidance, and overindulgence in distractions—were discussed. The "tunnel exercise" provided a safe space for emotional release, and participants from different cultural backgrounds were paired them up—one from TALIM and the other from the Zarbiat Achbaro or TIMYORINE NISSAE Tinmel cooperatives in the Al Haouz region, to foster connection and mutual understanding.

Although all the women shared a desire for personal growth, their backgrounds and daily realities were shaped by distinct cultural and social influences. Urban women from **TALIM** were accustomed to the fast-paced city life, while women from rural cooperatives carried the resilience and traditions of their close-knit communities. Despite these differences, the workshop helped them see beyond surface distinctions and recognize their shared struggles, emotions, and aspirations.

Through shared moments of vulnerability, the participants experienced a deep sense of unity. Tears were shed not just out of pain but as a form of emotional release, emphasizing

the power of shared emotions in fostering healing and well-being. This process-built bridges of empathy, demonstrating that personal growth transcends cultural boundaries.

After exploring emotions, the participants moved on to the **second stage: relationships**. This phase examined various types of human connections, including marriage, family, friendships, work relationships, and self-connection. Discussions and exercises focused on key relationship elements such as trust, commitment, and respect. A crucial theme was **shifting from fear to vision**, addressing fears related to relationships—such as fear of betrayal, abandonment, or loss of freedom—while promoting self-trust as a foundation for healthier, more fulfilling connections.



IMAGINE Workshop Participants during the 'Tunnel' exercise, Marrakech, February 2025. Photo credit: HAF.

Khadija, a 40-year-old participant, shared her painful experience of betrayal by her sister and nieces, whom she had devoted her life to caring for, only to be abandoned once they grew up. This deep hurt led her to believe she could no longer trust anyone. However, through reflection, she realized that she was not truly alone—her parents had always supported her, especially through her childhood illness, and her teacher, Fatima, had consistently guided her with kindness and wisdom.

This shift in perspective helped her recognize that love and trust are not limited to certain relationships but can be found in unexpected places. They exist in the quiet acts of kindness from mentors, friends, and even strangers who offer support without expectation. This newfound awareness empowered her to embrace the love already present in her life, opening her heart to the connections that had always been there.

The workshop, the HAF facilitators, fostered a safe and open environment, enabling participants to freely express themselves as they explored the third stage of their journey: sexual relations. Initially a sensitive topic, the discussions helped participants recognize its significance in their lives. Key aspects included the importance of communication, emotional connection, mutual respect, and shared values in intimate relationships. The workshop also addressed challenges such as betrayal, neglect, and limiting beliefs, guiding participants toward a healthier and more confident understanding of their marital and sexual well-being.

The second day concluded with the fourth stage: The Body. This session emphasized the importance of maintaining a strong connection with one's body through physical and mental well-being. Participants reflected on their self-care habits, realizing that neglecting their bodies contributed to exhaustion and anxiety. The "Dialogue with the Body" exercise encouraged them to assess their health and make positive changes through proper nutrition, exercise, and rest, fostering both psychological and physical resilience.



Imagine Workshop Participant sharing during the 'Dialogue with the Body' exercise, Marrakech, February 2025. Photo credit: HAF.

Workshop Day 3:

On the final day of the workshop, participants explored spirituality and financial empowerment. In the fifth session, they examined spiritual growth, recognizing that obstructive beliefs can hinder their connection with God and others. The discussion emphasized that spirituality extends beyond religious rituals to daily interactions, shaping moral values and inner balance.

In the sixth session, the focus shifted to financial empowerment, highlighting how limiting beliefs about money influence financial decisions. Fatima, a woman from the High Atlas Mountains, initially felt financial stability was out of reach due to her upbringing in an economically challenged area. However, through the Imagine workshop, she redefined her perspective on money, realizing that financial growth requires proactive choices rather than

luck. Embracing this mindset, she joined the Tree Sacks Project, taking steps toward financial independence and breaking free from her previous limitations.

Similarly, Fatima Zahra, a retired worker from Tangier, struggled with unconscious spending, frequently purchasing unnecessary items without financial planning. Through the workshop, she learned the importance of mindful spending, budgeting, and saving for emergencies, allowing her to secure greater financial stability in her post-retirement years.

The workshop emphasized that money is a tool for empowerment. By shifting their mindsets, participants discovered how overcoming fear, investing in new skills, and adopting responsible financial habits could lead to greater independence and security.

In the final session, the focus shifted to work—an essential gateway to opportunities for women. Facilitators guided participants in identifying and overcoming restrictive beliefs about employment, building confidence, and setting professional goals. Through self-reflection, goal-setting activities, and discussions, participants explored their strengths, career aspirations, and entrepreneurship opportunities.

The women listened to the inspiring story of struggle from the Zarbiat Achbaro Cooperative, reinforcing the themes of resilience and determination. Using a participatory approach, three groups—Zarbiat Achbaro Cooperative, Timyorine Nissae Tinmel Cooperative, and the TALIM Women—worked together to identify their unique needs and priorities, ensuring a meaningful and personalized learning experience.



Imagine Workshop Participant and Zarbiat Achbarou Cooperative leader, Marrakech, February 2025. Photo credit: HAF.

A key challenge emerged with the TALIM Women, who were not part of any cooperative but relied on individual projects or private businesses. They explored the possibility of forming a cooperative aligned with their ambitions, proposing two main ideas: a sewing cooperative and a sweets and catering cooperative. Their priorities included marketing training, professional skill development, and securing a suitable workspace.

For the existing cooperatives, each had distinct needs. The Zarbiat Achbarou Cooperative, having successfully equipped their headquarters, focused on setting new priorities for growth and expansion. Meanwhile, the Timyorine Nissae Tinmel Cooperative faced an urgent challenge—repairing their headquarters, which had been damaged by the earthquake, to ensure a safe and functional workspace.

This discussion went beyond idea-sharing; it was a concrete step toward shaping cooperative projects based on real needs, empowering women to turn their aspirations into sustainable realities.



IMAGINE Workshop Participants and Facilitators, Marrakech, February 2025. Photo credit: HAF.

Personal Stories:

The IMAGINE Workshop profoundly impacted participants, fostering personal and professional growth, evidenced by the stories above and below:

Habiba, a determined mother and business owner, joined the workshop eager to develop her skills and expand her home-based business. Despite her ambition, she hesitated to embrace new opportunities due to self-doubt. Through the *Growing Edge* exercise, she challenged her limiting beliefs, gaining the confidence to step outside her comfort zone and take bold steps toward growth.

Meryem, a divorced mother and TALIM member, initially struggled with the belief that prioritizing herself was selfish. She had learned valuable skills in sewing and literacy but felt conflicted about focusing on her own needs. Through discussions and self-reflection, she realized that self-care was essential for her empowerment. By the end of the workshop, she embraced a new perspective, recognizing that nurturing her own strength allowed her to give more to others. She left feeling more confident, independent, and motivated to grow as both a mother and a skilled artisan.

Conclusion:

The IMAGINE Workshop was more than just a learning experience—it was a transformative journey that bridged cultural and geographical divides, fostering deep connections and self-awareness among participants. By exploring personal strengths, emotions, relationships, and intimate connections, the women gained valuable insights into their own lives and aspirations. The shared moments of vulnerability and empowerment underscored a universal truth: growth and self-discovery transcend backgrounds and circumstances.

Through this exchange, women from rural and urban settings found common ground, realizing that despite their differences, their struggles, dreams, and resilience united them. The workshop equipped them with tools to challenge self-limiting beliefs, build confidence, and embrace change. As they left the workshop, they carried not only newfound knowledge but also a strengthened sense of solidarity, reminding them that empowerment is a continuous journey—one they now walk together.

4. PROGRAM OUTPUTS:

February, 2025 - Testing the bags product manufacturing at the nurseries

After testing the first tree sack at the HAF operated Akrich nursery on August 9, 2024, and monitoring it for six months, the initial results positively indicated the bag's suitability. There was no noticeable negative impact on tree growth. Additionally, the nursery caretakers expressed their satisfaction with using the bags.





One of the key recommendations from this initial test was to expand the experiment to nurseries with more diverse climatic conditions and to adopt these sacks more widely in future reforestation efforts.

Following the recent production launch in cooperation with the cooperatives participating in the project, the idea of testing has gained traction across various nurseries within the foundation's February 2025. The distribution was as follows:

Bouhlou nursery (Taza)	Akrich nursery	Khenifra nursery	Ain Leuh nursery	Private nursery
20 sacks	30 sacks	30 sacks	30 sacks	20 sacks

This experiment aims to evaluate the effectiveness of these sacks in supporting tree growth, analyze their compatibility with different soil and climatic conditions, and follow up on the opinions of the nursery technician and caretaker about the ease of use and the compatibility of the bags with agricultural operations.



Testing tree sacks in private nursery. February, 2025.

In general, this experiment can be considered an important step that will enhance more environmentally friendly agricultural practices in the future, and follow up to achieve promising results in enhancing environmental sustainability and reducing the environmental impact of plastic sacks.



HAF caretaker in Taza, testing new tree sacks, Bouhlou Nursery. February, 2025.

5. PROGRAM OUTCOMES:

Between September 2024, and February 28, 2025, the following outcomes were achieved:

- 50 sewing machines and fabric materials were distributed and installed across 3 women's cooperatives participating in the program.
- Applied training of participating women in sewing skills, focusing on the production of high-quality tree sacks.



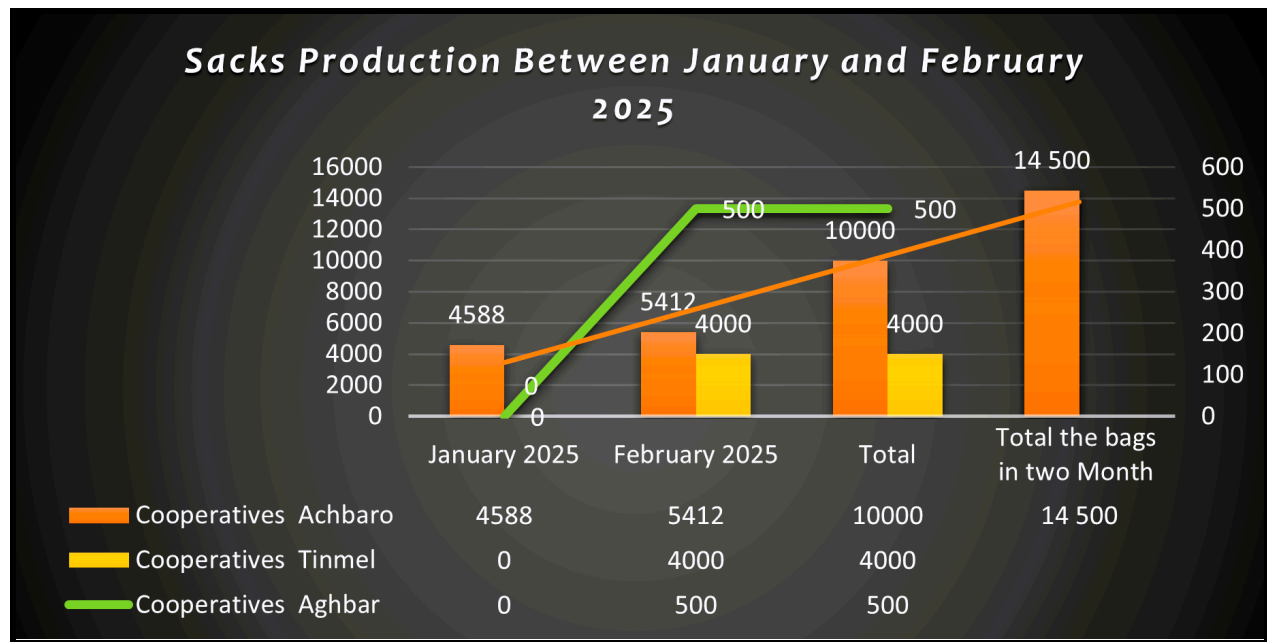
- Actual start of production where women were able to transform the knowledge gained from training into tangible work by producing sacks, reflects the success of the training in converting theoretical skills into practical ones.
- Women have gained a new source of income through sewing skills and sack production, which will enhance their financial independence in the future with the continuity of the project.
- Women's enhanced access to travel outside the village community on behalf of cooperatives and professional development, as demonstrated by their visits to Tangier and Marrakech, which also provided them with the opportunity to network and build social capital with different women.
- Expanding the testing of sacks in different nurseries of the foundation.

6. ASSESSMENT OF THE PROGRAM SUCCESSES:

An assessment of the project outcomes and outputs (described above) against the key project indicators is provided below.

Table 2 - An assessment against the Project Output Indicators:

Project Output Indicator(s)		Cooperatives			Baseline	Target (Year 1)
		Achbaro	Tinmel	Aghbar		
Sacks produced by cooperatives (after production started in January and February 2025)	January 2025	4588	-	-	0	200,000
	February 2025	5412	4000	500		
	Total the bags in two Month	14 500				
Cooperatives officially registered and compliant		1	1	1	1	3
Number of press releases published about the women’s cooperative and this production activity by various newspapers		3			0	2



Sacks Production Between January and February 2025

The distribution of production among the three cooperatives highlights the impact of the acquired skill levels on the production process. **Tinmel** and **Tifawte Ouderaren in Aghbar** cooperatives faced challenges in production during January due to the need to further develop their sewing skills. This indicates that the initial training was not sufficient to enable them to start production immediately, leading to a lack of output in January. However, with continued training and skill improvement in February, **Tinmel** managed to produce **4,000 sacks**, while **Tifawte Ouderaren in Aghbar** began production but with a lower quantity (**500 sacks**), reflecting gradual progress. The women in these cooperatives needed more time to absorb and apply the skills, which impacted their production levels and led to the reinforcement of training and follow-up.

In contrast, **Achbaro Cooperative** achieved stable and increasing production, manufacturing **4,588 sacks in January** and **5,412 sacks in February**, indicating that its members grasped the training more quickly, both in terms of skills and work organization, allowing them to start production immediately.

Nevertheless, the cooperatives still require additional support to achieve greater production stability in the future.

Table 3 - An assessment against the Project Impact Indicators:

Note: These statistics were gathered through a thorough evaluation process carried out during the training sessions and field visits in the second phase of the project's first year. The methodology



combined qualitative and quantitative assessment tools, including verbal inquiries, field observations, and both individual and group interviews. The questions were structured to assess the progress in women's knowledge, skills, and decision-making abilities.

Project Impact Indicators	Cooperatives			Percent achieved in the Year-end	Percent achieved in the mid-year	Total percent for the Year-end	Target
	Achbaro	Tinmel	Aghbar				Year 1
Empowerment: % of increase in women's confidence, decision-making power, knowledge of human rights, and ability to assert their rights within households and communities	25%	20%	10%	55%	50%	105%	100%
Health and Wellbeing: % of improvement in women's health outcomes, including access to healthcare services, nutrition, and overall well-being	3%	2%	0%	5%	20%	25%	20%
Networking and Social Capital: % of increase in the formation of supportive networks and collaborations among women participating in the program	10%	5%	0%	15%	20%	35%	30%
Skill Development: % of increase in skill development of participating women (including sewing skills and access to market/business acumen skills to improve their income-generating potential)	25%	15%	12%	52%	50%	102%	100%
Income: % of increase in income among participating women	20%	20%	20%	60%	0%	60%	100%
Women's enhanced access to travel: % of women with increased liberty to travel outside the village community on behalf of the cooperative and professional development	7%	5%	3%	15%	20%	35%	20%

➤ **Empowerment:**

The data shows that the second phase of the project indicates a tangible improvement in women's empowerment and confidence in decision-making, reflecting the continuation of the positive impact of previous interventions, albeit unevenly across target groups.

Achbaro: In the second phase, Achbaro maintained its position with a **25%** increase in empowerment, indicating sustained success and steady improvement.

Tinmel: In the second phase, the empowerment rate increased from **15% to 18%**, showing a notable advancement in skill development and confidence building. This change indicates that the women in Tinmel benefited more from the training and achieved tangible results.

However, in the second phase, the empowerment rate in **Aghbar** improved from **10% to 12%**. This improvement suggests that the women in Aghbar have started to gradually benefit from the interventions, though at a lower rate compared to the other regions, reflecting a gradual success in boosting their confidence and decision-making abilities.

➤ **Health and Wellbeing:**

In the second phase of the project, the level of women's awareness of self-care and hygiene shows a relative improvement, with Achbaro recording a **3%** increase in awareness, indicating that women in this area have maintained steady improvement in self-care awareness. Additionally, women in Tinmel saw a **2%** increase, suggesting that women in this area have made gradual progress in raising their awareness of self-care and hygiene.

➤ **Networking and Social Capital:**

The data related to the formation of support and collaboration networks among women shows a notable improvement in the second phase of the project compared to the first phase. Both **Achbaro** and **Tinmel** showed improvement in these networks. In the first phase, social capital and mutual support were developed by **10%** in **Achbaro** and **5%** in **Tinmel**, the same percentage achieved in the second phase of the project, reflecting the efforts made to establish cooperative networks among women.

It is worth noting that this improvement was particularly evident during the visit to **Tangier** and **Marrakech**, where women had the opportunity to participate in workshops provided to them. These visits helped strengthen cooperation between different women's groups and provided a platform for exchanging experiences and ideas, which enhanced the bonds and communication among them. Although the improvement was gradual, these initiatives contributed significantly to the tangible formation of support and collaboration networks.

➤ Skill Development (Including Sewing Skills):

The data related to skill development among women shows a significant improvement in the second phase of the project after the launch of hands-on sewing skills training and the start of tree bag production. In the first phase of the project, **Achbaro** showed a **25%** increase in skill development, a positive result considering that the women in this area already had strong skills in carpet weaving, which helped them quickly absorb the training. This is reflected in the **25%** increase in the second phase of the project. On the other hand, **Tinmel** showed a **15%** increase in skill development, which is a noticeable improvement due to their previous sewing skills, making it easier for them to acquire new skills related to tree bag production.

As for **Aghbar**, the percentage improved, recording **12%**, up from only **0%** in the first phase. This indicates a positive change after they received sewing machines and gained sewing skills, as well as started producing tree sacks.

➤ Improving Women's Access to Transportation:

The data related to women's ability to travel freely outside their rural communities shows significant improvement in the second phase of the project compared to the first phase. In the first phase, **Achbaro** saw a **10%** increase in women's ability to travel freely to support cooperatives and enhance their professional skills, reflecting substantial progress in overcoming social barriers that previously restricted their mobility. In the second phase, **Achbaro** recorded a **7%** increase, indicating continued improvement despite challenges.

In **Tinmel**, the percentage of women benefiting from the freedom to travel increased by **5%** in the first phase, and in the second phase, it also rose by **5%**, demonstrating steady progress in their ability to travel and participate in external activities.

In **Aghbar**, the increase in the first phase was **5%**, while in the second phase, it was **3%**, indicating gradual progress in empowering women in this area to move more freely.

This improvement is linked to the active participation of women in the **visits to Tangier and Marrakech**, especially for the women from Ashbaro and Tinmel. These visits provided a significant opportunity for the women to acquire skills and enhance their independence, as well as contributing to the creation of social capital. This improvement in mobility will help women to further enhance their active participation in cooperatives and, thus, develop their professional and social skills.

7. PROGRAM OBSTACLES AND CHALLENGES:

- Since the cooperatives are located in different areas, we faced difficulty in coordinating the logistics to transport the equipment to remote locations.



- The initial training provided to the women was not sufficient to cover all aspects of operating the machines, especially for the women in Aghbar. Additionally, the lack of basic skills in using the equipment made it challenging for them to adapt to the techniques.
- The confusion in using the equipment correctly contributed to delays in production and a lack of self-confidence in the beginning.
- Harsh or variable climate conditions in the High Atlas could impact the production, storage, or quality of the sacks.
- Electrical fluctuations may cause malfunctions in sewing machines, increasing maintenance costs and reducing the machines' lifespan, especially as the area experiences recurring power interruptions, which may affect cooperative productivity.

8. PROGRAM TIMETABLE AND NEXT STEPS:

These steps are scheduled to be launched in the first phase of the second year of the project with the aim of fully empowering the women's groups with various skills. Additionally, these proposed steps in the second phase of the program are open to modification at any time.

Table 5 - Project Plan:

Establish production optimization	
1	Optimize machinery and production process, optimize quality
2	Market product and share samples with potential bulk buyers
3	Display product at SIAM international agricultural conference (Meknes, Morocco)
4	Capacity-building workshops in technical aspects of production and project/organizational management (including literacy)

9. MEDIA (INCLUDING PHOTOS):

Table 6 - List of project publications:

Publications					
No.	Title	Outlets / URL	Date	Language	Author
1	Visit Tangier with women's	HAF Facebook HAF Instagram	Octobre 1, 2024	English	



2	cooperative	HAF Facebook HAF Instagram	Octobre 2, 2024	English	HAF
3	Overview of the Cloth Sacks Program	HAF Facebook HAF Instagram	Octobre 30, 2024	Arabic / English	
4	Distribution of sewing machines to cooperatives	HAF Facebook HAF Instagram	December 4, 2024	English	
5	Capacity-building in sewing skills for women's cooperatives	HAF Facebook HAF Instagram	January 15, 2025		
6		HAF Facebook HAF Instagram	January 27, 2025		
7	Tree Planting Day in Achbaro	Blog	January 30, 2025	English	Khaoula Laamarti, HAF volunteer
8	Imagine Workshop in Kolchi beldi cooperative	HAF Facebook HAF Instagram	February 6, 2025	English	HAF
9		HAF Facebook HAF Instagram	March 4, 2025		
10	Articles and Media Coverage for sharing impact the program Cloth Sacks	VIDEO in Youtube	February 10, 2025	Arabic / English	DOUAY TV channel
		Article 1	March 4, 2025	Arabic	DOUAY TV press
		Article 2			mojaz24
		Article 3			k24.ma