

**Addressing Gender Inequality in Morocco through Partnership with a Women's
Cooperative**

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Section 1: Introduction

Gender inequality, the process where men and women not being treated as equals, can occur anywhere in the world. This project will focus on gender inequality in Morocco, a Muslim majority country situated in the westernmost region of the Maghreb, the western Sahara area in North Africa. Although Morocco is a lower middle income country, separated only a few kilometers from Spain by sea, the country and its society are still heavily rooted in tradition and religion (Hanafi, 2011). Morocco, colonized by numerous countries in the past, faces a clash between progress and democracy, and its societal traditions that are ancient and steadfast (Hanafi, 2011). Gender inequality in Morocco will be examined in the modern context of today.

The gaps in equality between genders in Morocco is staggering. Morocco ranked 137 out of 149 countries in the 2018 World Economic Forum's Global Gender Gap Report (USAID, 2020). Further, Morocco ranked 141 out of 149 countries for women's economic participation and opportunity (USAID, 2020). The inequality of women is visible in many facets of Moroccan life and society, from the lack of female representation in government and women in the labor force, girls dropping out of school, women performing traditional gender roles, and the harassment and abuse of women in the public sphere, women's inequality in Morocco is pervasive and stifling (Hanafi, 2011). USAID is one organization in Morocco that is working to improve gender equality through many different programs and initiatives like the National Program for Reading, a Cooperative Financing Program(CFP), and Inclusive Civic Education Program (ICE) (USAID, 2020). Women's inequality is a broad issue and this project will focus on addressing the specific issue of women's economic empowerment.

Background Information

Gender inequality in Morocco can be demonstrated through current statistics relating to

gender. According to the Islamic Development Bank's 2019 Country Gender Profile on Morocco, women make up 24.9% of the labor force, and the female literacy rate is 59.13% (Islamic Development Bank, 2019). Female percentages are far lower than their male counterparts. According to The World Bank (2021), women in Morocco occupied 23% of the parliament seats in the country. In addition, 64% of females were enrolled in secondary school (The World Bank, 2020).

The Moroccan government made a step in the right direction by acknowledging gender inequality by signing a new Moudawana, or family code, in 2004 which outlines family rights and obligations (Hanafi, 2011). This was a landmark code that was set to grant women equal rights in the eyes of the law. Differing from other family codes passed in fellow Muslim countries, the Moudawana was different because it admitted the principle of equality in marriage (Hanafi, 2011). Legally, this shifted the view of power in Islamic marriages in Morocco. In addition, the family reforms in the Moudawana came to pass because of Moroccan women's activism over decades before (Hanafi, 2011). It appeared that the government had listened to the voices of its marginalized women and as a result granted them more equal rights. In this new Moudawana, sexual harassment was now punishable by law, women were granted the right to divorce, the legal age of marriage for women was raised from 15 years old to 18 years old, women no longer needed a male guardian to approve of their marriage, and they were granted child custody (Hanafi, 2011). Also notable, in 2011 Morocco amended its constitution with adherence to universally recognized human rights, which includes the universal rights of women (Hanafi, 2011).

Although the Moudawana certainly provided more rights to women and meant to grant more gender equality, there were still shortcomings in the family code. For example, special

permission to marry a girl under the age of 18 years old was still granted and polygamy was still legal but with different restrictions (Hanafi, 2011). What has been a challenge is the implementation and cultural acceptance of the Moudawana. As mentioned earlier, Morocco has made steps towards modernization, but the conservative culture often clashes with progress. Although the Moudawana applies to all men and women in the country, rural women in Morocco face barriers to its justice. Hanafi (2011) explains that it is deeply unsettling that 80% of Morocco's rural women are illiterate and desperately need reform to the Moudawana. Where the state or society has failed short, local grassroots nongovernmental organizations (NGOs) have risen successfully to address the reality of gender equality in Morocco. For example, one NGO, Education For All (EFA) creates opportunities for girls from rural villages in the Middle Atlas Mountains to continue their educations. With high passing rates of ninety percent, they have also help place fifty girls into universities (Solovyov, 2021). Another NGO working in the same region, High Atlas Foundation (HAF) supports development in Morocco, with a special focus on supporting more women in the workplace. Since 2011, roughly 400 women entrepreneurs have attended workshops and trainings in various cities around the country (Solovyov, 2021).

As mentioned before in the creation of the Moudawana, women's activism has played a large role in gender equality in Morocco. Ennaji (2016) states that the surfacing of women's NGOs "is an answer to the crisis of the nation-state model form of governance. Such grassroots associations are treated as a way to ensure democracy and sustainable development," (pg. 3). These local grassroots organizations are respected and seen as a way to advance democracy, and are sustainable, as they are run for women, by local women (Ennaji, 2016). The women NGOs in Morocco are educating and training women on diverse topics across the country and their

numbers have grown extensively. In the story of Morocco, it is clear that these local women's NGOs are powerful and have allowed women to express their voice and help to transform society (Ennaji, 2016).

One specific area within gender inequality in Morocco is women's economic empowerment.

ACHIFAE

The women's organization in Morocco that has been selected for partnership in this project is ACHIFAE, a women's cooperative that was founded in 2006 in Ben Smim, Morocco. Ben Smim is a small rural town located in the Mid-Atlas Mountains in Morocco, geographically secluded from other more populous regions of the country. With limited jobs available in the village, most men, as heads of the families, relocate to the larger cities in Morocco for work, and send money home to the women and children left behind in Ben Smim. ACHIFAE was founded with support from a visiting non-profit that aimed to develop a means for the women in the village to earn a living and support their families. The knowledge and practice of cultivating plants from the earth has been passed down for generations and generations between women in the village. Together, women realized they could create a small cooperative based on growing herbs and flowers to create teas, soaps, shampoos, oils, creams, and more. This cooperative provided an opportunity for all women in the village to support themselves and their families.

Since 2006, ACHIFAE experienced growth and success, as their products were launched in the largest supermarket chain in the country. However, after health and food regulation changes were made in the government, ACHIFAE's production did not meet the new standards, and almost all production stopped. To meet the new quality control standards, ACHIFAE needs to purchase its own land for production, build a new facility with proper electricity and running

water, and purchase new production equipment. All of this require a great deal of capital fundraising. The stop in production meant that many women had to leave ACHIFAE, resulting in only handful of women remaining active in the cooperative. Those still involved have invested their life savings into trying to keep ACHIFAE functioning. This is where this project enters the scene, to help ACHIFAE in their public outreach and awareness, gain information to launch a fundraising campaign, and help them sell their products in new businesses and markets.

Need for the Project

Even with legislative changes and a strong network of women's grassroots organizations in Morocco, there is still much work to be done towards achieving gender equality in Morocco. As highlighted in the introduction, Morocco currently is ranked amongst the worst countries in the world for its gender gap and involvement of women in the economy. The reality for Moroccan women today is still very challenging. In addition, there is a lack of research on gender inequality and women's rights in Morocco on the micro-level. Many research studies offer few practical recommendations for how to improve gender equality in Morocco. In addition, grassroots women's NGOs are noted for being drivers of change, yet few studies showcase examples of those organizations, and offer specific insights into how they are changing the society's views and acceptance of gender equality. This project will aid in addressing this gap by working directly with a women's organization to support women's economic empowerment in Morocco. Through the creation of tools (social media guide and posts, fundraising model) and the organization and assembly of information (social media schedule), and the training on how to use this information and tools, this project's goal is to contribute to ACHIFAE's economic development.

Purpose and Objectives

This non-thesis graduate project will seek to address gender inequality and women's economic empowerment in Morocco through a partnership with the women's cooperative: ACHIFAE. The purpose of this project is to help ACHIFAE improve their business as they are in a difficult period facing dissolution, thereby helping to empower the women in this cooperative. If ACHIFAE closes, then the women of the village will no longer have a source of income or any economic opportunity. Being a member of the ACHIFAE is their one opportunity for economic independence, which is crucial for women's equality. Having their own source of income gives women power over their lives. The goal of this project is to help ACHIFAE not only survive but start to thrive again with a fresh start towards growth and prosperity again. The objectives of this project are to:

1. Identify needs related to business barriers
2. Develop social media tools including: a social media schedule, social media posts, and an Instagram guide
3. Identify fundraising models and create tailored funding suggestions for ACHIFAE

Section 2: Literature Review

2011 Constitution Reform

Hanafi (2011) explains that the 2011 reform of Morocco's Constitution supported gender equality by legitimizing women's rights organizations and granted women more rights like the right to maintain custody over their children, even if they divorce their husbands and remarry. Morocco's 2011 Constitution introduced a new gender quota in parliament elections, which further sought gender equality in the country (Darhour and Dahlerup, 2013). The electoral gender quotas have reserved seats for women in parliament. As a result of the quotas, women's participation in parliament increased from 0.6% in 1997 to 17% in 2011 (Darhour and Dahlerup,

2013). Women's 17% representation is equivalent to 67 seats out of a total of 395 in parliament (Darhour and Dahlerup, 2013). Although the percentage change appears small, it does indicate progress. Darhour and Dahlerup (2013) explain that in light of women's increase in participation in parliament, they still struggle to have their voices heard and the Moroccan party leaderships is still dominated by men. Gender quotas are but one step towards gender equality. They also conclude that the gender quota system was a successful action to increase the number of women members of parliament, which allows women's interests to be voiced in government (Darhour and Dahlerup, 2013) Although gender quotas have improved gender equality in government in Morocco, there is much more progress to be made in other areas of society.

Women's Activism

Women's activism can be viewed as a solution to gender discrimination in Morocco (Ennaji, 2016). In addition, the rise of women's NGOs in Morocco is a result of the country's governance. (Ennaji, 2016). Essentially, where the Moroccan government has failed, women's NGOs are succeeding in improving gender equality. Ennaji (2016) explains that these NGOs have created a space where women can challenge traditional and oppressive thinking, seek social justice, mobilize women, and create real change. In doing so, these organizations have played a role in educating society about the importance of gender equality and integrating women fully and freely into the country's development (Ennaji, 2016). For progress to continue, Ennaji (2016) suggests that for democratization of Morocco to continue and develop, women need to be more even more integrated into society, politics, and the economy.

Further examining the women's grassroots NGOs efforts towards gender equality, Rohlinger, Olsen et al. (2020) explain that activists exist and work in institutional and socio-political contexts where they do not have any control. This can be challenging. In Morocco,

women have faced difficulty making change within the government, and have had to operate outside of the political arena in order to create change and understanding about women's rights (Rohlinger, Olsen et al., 2020). As a result, Morocco currently has a diverse and strong women's movement that has been active in the country for decades, across all ages and in both rural and urban areas (Rohlinger, Olsen et al., 2020). Women's grassroots NGOs in Morocco are uniquely situated to address gender inequality and have carved out a space for fundamental change to occur.

Women's Economic Empowerment

Women's economic empowerment is a process where women can move from a place of barriers little voice and power to a place of capacity in the economy where they have the opportunity to make decisions, compete, and benefit from being involved in the economy (Gates Foundation, 2022). Women's economic needs and development strategies vary depending on the size of the enterprise and the financial size of the enterprise. For small female owned businesses in developing countries, capital constraints are one of the biggest barriers to growth and success, and compared to male owned businesses (Buvinic and Furst-Nichols, 2016). Their definition of a small business was not defined in their article. Buvinic and Furst-Nichols (2016) found that providing women with capital in-kind can be very effective, instead of cash, because women will then more be more apt to keep the money within the business rather than uses it for other purposes. Another effective intervention for women's economic empowerment in lower income countries is the use of money services on mobile phones which allows women to make financial transactions on their phones in private, and they can communicate with clients, send and approve payments without having to travel to meet with clients in person (Buvinic and Furst-Nichols, 2016). Another intervention suggestion is combining a large capital transfer with intensive

training and follow up trainings and meetings to check on their progress and offer assistance (Buvinic and Furst-Nichols, 2016). This type of intervention combination was proven to be effective in ultra-poor communities in Bangladesh, where women were able to significantly increased wage earnings over the course of 2-4 years, and transition to their own self-employment (Buvinic and Furst-Nichols, 2016). In conclusion, Buvinic and Furst-Nichols (2016) note that these intervention suggestions work best for women and women's enterprises that have autonomy, or independence to make their own business decision.

Use of Social Media by Rural Artisans and Entrepreneurs

Social media can be an important an effective marketing and business tool for artisans and entrepreneurs in rural areas with tourist attractions (Dana and Salamzadeh, 2021).

ACHIFAE's cooperative is similar to artisans who sell their local crafts and they are entrepreneurs in the sense that they created this cooperative to generate income for the women in their community. These types of businesses play a major role in the emerging economies of their countries (Dana and Salamzadeh, 2021). If these artisans, entrepreneurs, and cooperatives can learn how to use social media, and use it effectively, then they have an excellent, free tool to gain awareness, gain public support, collaborate with potential partners, communicate with their customers, and sell their products. One of the challenges for these individuals is that they spend a great deal of time creating their products and may have less time to focus on social media. In addition, they may lack resources to technology, internet, and face literacy barriers that would all make utilizing social media difficult (Dana and Salamzadeh, 2021). This project strives to address some of these barriers by providing social media content, a schedule, and an Instagram how to guide, which ACHIFAE can use as a tool and resource to launch their own social media sites.

Section 3: Procedures

Information Gathering Procedures

The first aspect of this project was selecting a women's organization in Morocco that would be willing to partake in this graduate project. After contacting a few women's organizations by email, ACHIFAE responded to my inquiry and expressed interest in partnering together to help their cooperative. I previously had a connection with ACHIFAE, as I met with them during my semester abroad in Morocco in 2016. During that visit, we met with Fatima, the director, who provided a tour of their facility, shared about the organization, showed us their products, and more. Meeting in person and establishing that rapport, even years before this project, helped lay the foundation for understanding and trust, which could have influenced ACHIFAE's decision into partnering with me on this project. From March 2021 until the present, I corresponded with ACHIFAE's Director, Fatima by email and through text messaging in the app Whatsapp to gather information about the cooperative and how I could assist them through this project.

Needs Assessment

When I first started planning the needs assessment, and deciding which sections and questions to ask, I knew that I wanted to take an asset-based approach in this needs assessment, which would hopefully set the tone of the project to be asset-based. Rather than focusing on an organization's problems and shortcomings, asset-based community development is an approach that appreciates and mobilizes an organization's skills and assets where the development comes within, rather than solely externally (Cunnnigham and Mathie 2022). Asset-based community development takes a participatory approach, which builds empowerment and ownership over the project, which was important to me in the creation of this project

(Cunnnigham and Mathie 2022). Through this project, I wanted to provide resources, information, tools, and training for those tools, which could lead to economic empowerment for the women involved in ACHIFAE. In order to make the needs assessment asset based, I added sections including background information, product information, and strengths, which were meant to highlight assets that ACHIFAE already had, that we could potentially build upon in this project. I asked questions about what they believed their greatest strengths were, what products they currently produce, and what they would like to produce, who their customers are, and what audience they would like to reach, questions about their founding, missions, goals, and more. These questions were focused on the assets of ACHIFAE, not just the problems and issues they were facing. In addition, I incorporated aspects of the SWOT analysis, which I learned about in this ACEL program, into my needs assessment. The SWOT analysis stands for: strengths, weaknesses, opportunities, and threats and is intended to help organizations with their strategic planning (Benzaghta et al., 2021). I did include a section in the needs assessment for strengths and weaknesses. For opportunities, I did ask questions about where ACHIFAE would like to see themselves in the future, what products they would like to sell, and what audience they would like to reach. For threats, I included a section on barriers and challenges, which would provide information on the problems ACHIFAE was facing.

The needs assessment was conducted first-hand over the phone through Whatsapp, with the assistance of an Arabic translator. The translator was necessary to ensure that communication was smooth and that we all understood each other's questions and answers as best as possible. The needs assessment was conducted in July 2021. Fatima answered the questions to the needs assessment, and I recorded her answers in written notes. The needs assessment took roughly two

hours. After the needs assessment was conducted, I organized my notes into a Word document and drew summaries and major findings from the needs assessment.

In summary, the needs assessment consisted of five different sections to formally gather information about ACHIFAE: background information, product information, strengths and weaknesses, barriers and challenges, and needs. Here are the major findings from the needs assessment:

1. **Barriers and Challenges:** The main challenge has been the government's recent changes to small business and cooperative production. Before, there were few regulations that hindered ACHIFAE from production and selling their products in a nation-wide chain store. After the government passed more strict regulations, ACHIFAE's production and packaging methods no longer meet those regulations, meaning they cannot meet production standards to sell their products in the large stores across the country. As a result, the cooperative lost their source of revenue, most of the women involved had to leave to find other work, and the organization is struggling to survive.
2. **Need #1:** ACHIAFAE's most significant need is financial support in order to purchase land to grow ingredients for their products, purchase a modern building facility up to government standards for business production, purchase equipment needed to increase the scale and quality of production, and invest in transportation to get their products to businesses and markets. The total estimated financial support needed is \$100,000.00 USD.

3. **Need #2:** ACHIFAE needs assistance with public awareness and engagement.

With no presence on the internet, it is difficult for the public to discover

ACHIFAE, pledge support, get involved, and buy their products.

4. **Strength:** ACHIFAE has a strong foundation and the organization is dedicated in their mission and values. ACHIFAE desires to enable the women of their community and at large in Morocco thrive personally, gain economic independence, and be empowered to make a better life for themselves and their families. However, at the moment they are lacking the resources necessary to reach their full potential.

After completing the needs assessment, I summarized the above major findings. Once the findings were determined, I spent time reflecting and brainstorming, with assistance from meeting with my advisor, on how I could use my knowledge, skills, and resources to address some of those needs. I essentially surveyed their needs, and then determined what I was capable of doing for the scope of this project. Many of the skills and background information that I used in this project were developed during my ACEL program. This is when I determined that I would be assisting ACHIFAE with social media and fundraising efforts, which would relate to women's economic empowerment. Through this reflection process, the project objectives (see pg. 7) were identified.

Social Media Content, Schedule, and Guide

Another objective of this project was to create social media content for Instagram and Facebook for ACHIFAE. ACHIFAE decided that they wanted autonomy to create and run the social media pages themselves, so I assisted by creating twenty-five social media posts and a two-month social media schedule that ACHIFAE can implement to help start their social media

pages. I utilized a free design service, Canva, to create the social media posts. ACHIFAE decided that for now, they will not use a design website or tool to create their posts after using the posts I have created for them. For now, they want to focus on becoming comfortable using Instagram and all of its features, which I have provided a guide for.

ACHIFAE provided me with photos for the social media posts and the Arabic text to accompany the posts. The social media posts and schedule were created over the months of January – June 2022. In addition, I created a how to guide for using Instagram. In the needs assessment, I learned that in the past ACHIFAE had a Facebook page and the cooperative was comfortable with using and managing their Facebook account. However, they have not used Instagram before, so I created a guide that would help them manage that social media page. The how to guide was created in a PDF format, which is easy to share and download via Whatsapp, ACHIFAE's preferred method of communication. I learned that creating large how-to videos would be much harder for ACHIFAE to receive via Whatsapp, because it would cost them significantly more internet data to download and watch. Instead, I created a PDF which uses much less data for the cooperative members to download and read.

Funding Proposal

Another part of this project involved conducting research on the most effective types of fundraising for small women's businesses in lower middle income countries. One of ACHIFAE's biggest needs is capital to buy land, build a facility, and purchase equipment. The capital need is beyond the scope of this project; however, I wanted to assist ACHIFAE in researching viable options that they could implement on their own to launch a fundraising campaign. I conducted research over the internet during the month of June 2022, searching for peer-reviewed information on funding best practices for women's businesses in lower middle

income countries. After conducting research, I compiled my funding suggestions and will share those with ACHIFAE at the end of this project. See Section 4 for the funding proposal.

Content Development Procedures

Social Media

Once I finished creating the social media posts, I sent them to ACHIFAE for approval and edits. Once the post graphics were finalized and approved, then I worked with ACHIFAE to create the text that would accompany the graphics in the posts. They supplied the text in Arabic and I translated it into English. These posts will be in English and Arabic, which may allow ACHIFAE to reach more people on Instagram. If ACHIFAE wishes to continue to have the posts in both English and Arabic, I have provided a few free English translation websites that they can utilize for the English translation. Or, we spoke about ACHIFAE creating an unpaid social media internship, where the desired intern would be bilingual and able to help create content in English, Arabic, and possibly French as well, as the French language is widely spoken in Morocco. This decision is up to ACHIFAE. After all the posts were completed, I organized them into a social media schedule. This schedule will help ACHIFAE organize their posts as they begin to engage with the public. The posts are spread out, with posting roughly three times per week, as to not overwhelm new followers. As followers grow, ACHIFAE can build more content of their own, and the brand becomes established on social media, there is opportunity for ACHIFAE to post more than every other day.

To create the Instagram guide, I relied on my own personal knowledge to create the guide. The guide was created in a PDF format and is included in Appendix D in this paper. After talking with Fatima, the director of ACHIFAE, I decided to keep the guide relatively as simple as possible. Instagram has some features which require higher technology skills. As this is

ACHIFAE's first time using Instagram, I created the guide to be for a beginner user, with instructions for fourteen basic functions in Instagram. The guide is in both English and Arabic and contains graphics from Instagram to help make the guide more visually accessible and easier to follow.

Funding Suggestions

After conducting research on best funding practices that would be relevant to ACHIFAE, I organized my suggestions into a document with the funding suggestions. This document contains a list of reasonable funding suggestions that ACHIFAE may be able to implement on their own. It is meant to provide ACHIFAE few research-backed ideas on funding options that may be beneficial or successful for their cooperative. Researching different fundraising models required significant analysis, as I searched for funding models that ACHIFAE could feasibly utilize by themselves, with limited resources. Many fundraising models that I found were not a good match for ACHIFAE, who is looking for a large funding campaign. They are also unable to provide incentives to donors or investors. Additionally, they lack funds required for fees required by certain fundraising options.

Section 4: Project Content

Findings and Conclusions

In this section, I will report project findings, results, and project products. The discussion and implications section can be found at the end of this section.

Needs Assessment

Social Media

Three project products were created for ACHIFAE's social media:

1. Social Media Content

To assist ACHIFAE with the launch of their social media sites, I created twenty-five social media posts with text that the cooperative can share. In conclusion, they posts will provide ACHIFAE with a solid foundation to creating their social media posts. Instead of worrying about creating content, they can use the content I have created, and instead focus more on becoming comfortable with managing the social media sites on their own.

2. Social Media Schedule

To help organize the beginning of ACHIFAE's social media launch, I created a two month social media schedule using the twenty-five posts that I had created. The schedule lists the focus of the post and shows when the posts should be posted. ACHIFAE can use this schedule as an example moving forward, to help schedule future Instagram posts. In conclusion, this schedule will provide guidance and organization for ACHIFAE as they launch their social media sites.

3. Instagram Guide for ACHIFAE

To provide training and capacity building, and support sustainability, I created a basic Instagram guide for ACHIFAE that includes instructions for how to use Instagram, which includes fourteen different topics. This guide includes text and screenshot images to share information about how to create an Instagram account and use some of its many functions and features. This guide should provide basic information and instructions for Instagram so that the members of ACHIFAE will be able to manage the account on their own without outside help, making it a sustainable endeavor.

Funding Suggestions

Below are funding suggestions that I was able to present to ACHIFAE after conducting some preliminary research. Please see the complete funding proposal with details in Appendix:

E. The two types of funding options that I found for ACHIFAE were 1) online crowdfunding and 2) in-country funding. From my research, there appears to be more in-country funding options available for ACHIFAE. I have also provided a list of funding options that will not work for ACHIFAE, so that will have a broader knowledge about their funding options. This goal of this proposal is to provide information and resources so that ACHIFAE can use that to make their own decision regarding what funding options they would like to pursue in the future.

1. Online crowdfunding: We Make It: <https://wemakeit.com/>
2. In-country funding
 - a. Grants
 - i. The National Agency for the Promotion of Small and Medium-Sized Businesses ([Morocco PME](#))
 - ii. [Visa's She's Next Grant Campaign](#) for Moroccan women
 - b. Microfinance Lending
 - i. [Al Amana Microfinance](#)

These are crowdfunding options that will not work for ACHIAFE, because they are not authorized for use in Morocco:

1. Go Fund Me
2. Instagram Fundraising
3. Facebook Fundraising
4. Indiegogo
5. Kickstarter

Discussion

The products of this project were unique for the women's cooperative ACHIFAE. The funding suggestions in the project are specific to ACHIFAE: a small for-profit, women's cooperative located in Morocco, a lower middle income country. However, any similar organizations may be able to apply those funding methods to see if they work for them. The social media posts and schedule are not applicable to any other organization. However, the Instagram guide may be of use or value to any social media beginner who is searching for a resource on how to use Instagram. Regarding the needs assessment, I believe that anyone interested in partnering or assisting an organization or individual, takes time to conduct a formal or informal needs assessment before taking or planning any action. The individual conducting the project should never assume that they know or understand the organization or individuals' needs. It is imperative that the organization, or individual has agency and can voluntarily voice their needs. Conducting a needs assessment can lay the foundation for the needs and wishes of that organization or individual to be kept at the forefront of the project. The individual conducting the project should continually check in to make sure that the needs and wishes of the organization or individual are being listened to and acted upon.

Working with an organization in a different country, whose first language is not English posed a few challenges. With a five-hour time difference, sometimes communication was delayed. In addition, we communicated in Whatsapp in French, which was neither Fatima's or my first language. So understandably there was some confusion at times. Originally, we had decided to conduct the needs assessment in French together, without the help of an Arabic translator. However, a few minutes into the conversation, we both agreed that it was more difficult to understand each other, and that a translator was needed. Afterwards, I found an Arabic translator who helped me conduct the needs assessment with ACHIFAE, which was very

smooth and there was little no communication difficulty. My suggestion for anyone conducting a needs assessment with an individual or organization whose primary language is different from your own is to utilize the services of a translator. This will help to alleviate misunderstandings and inaccuracies.

Originally, I had wanted to help creating a product description document for ACHIFAE, to assist with marketing efforts and their partnership efforts to sell their products in other businesses. Currently, ACHIFAE only sells their products in one very small bed and breakfast located out of their town of Ben Smim. There are more hotels and businesses in nearby larger towns and cities where ACHIFAE may be able to sell their products. That is where we came up with the idea of creating a product description sheet that ACHIFAE could share with potential businesses to partner with. However, we ran out of time, and ACHIFAE was not able to share the full list of their products, product descriptions, and prices with me. Therefore, the product description was never created.

One of the challenges of the project was researching funding suggestions and being able to provide those suggestions to ACHIFAE. ACHIFAE has a large capital need of \$100,000 USD. As far as fundraising for a small international cooperative, this is a large task. Many of the fundraising services I found, like Go Fund Me, Instagram Nonprofit Fundraising, and others were only available to citizens from certain more developed countries. When I found a fundraising model that seemed like it could be a good fit, Morocco was not a country where the service could be used. However, I has more success finding in-country funding suggestions that may work for ACHIFAE. This research exposed me to the difficulties in access to capital fundraising for individuals outside of the United States.

After the defense of the project and once feedback has been received, I will organize the project materials and send them all to ACHIFAE. Around the time of the conclusion of this project, ACHIFAE will launch their social media sites in September 2022, following the social media schedule. I hope to schedule another phone call meeting with Fatima, the director of ACHIFAE, over Whatsapp with an Arabic translator. I want to officially thank them for their collaboration, explain all of the documents that I am sharing with them, and work together to schedule some touch base meetings in the future. I would like to remain in contact as needed, for assistance with the social media platforms, as they are embarking on that new endeavor, which could be crucial for their economic empowerment. To schedule the meetings, I will see what dates and times of years work best for them, but I am planning to touch base with them soon, in about two months after the social media launch, and then later around the six-month mark. These meetings will serve as an opportunity to share progress, discuss any roadblocks, and provide resources if needed.

Implications

At the beginning of the project, I sought to address women's inequality in Morocco, a cause I am passionate about. Gender inequality is a global issue and one that may never be resolved. However, I believe that even small actions can sow seeds that can create positive change. When partnering with ACHIFAE, who I had the privilege of meeting and learning about when I studied abroad, I saw an opportunity of a women's organization in need of resources and access to information. Through this project, I could assist by filling that gap. Hopefully, this project is a strong effort to help ACHIFAE grow their business and share about their mission and products with a wider audience beyond the rolling mountains of Ben Smim, Morocco. By

assisting ACHIFAE with social media, they now have the opportunity to connect with people from around the world, share their story, and gain wider support.

Social media can be a powerful tool for economic development and empowerment, which is one area in Morocco where there is large gender inequality. The number of women working with ACHIFAE has drastically fallen over the years due to the changes in the Moroccan government regulations. This project was an effort to help improve economic empowerment for the women of ACHIFAE, so that more women can have the opportunity to participate and make a living through ACHIFAE. If ACHIFAE can sell more products and raise capital, the business will be viable and be able to financially support the women of Ben Smim, as it did in the years before the regulation change. I believe ACHIFAE's story and this project could serve as an example for other similar women organizations who are looking to build their economic empowerment through social media. A social media plan and schedule, posts, and guide can be used to build a social media presence, which can help the organization reach more people and ultimately sell more products.

In reflection, there are ways that you can assist international organizations, like the ACHIFAE cooperative, without leaving the country. Thanks to technology and the internet, I was able to communicate with a small cooperative across the globe. Through the use of my own language skills, an Arabic translator, and free online translation services, I was able to determine the needs of the cooperative and determine how I could use my skills and knowledge to meet those needs. From that point, I worked in collaboration with ACHIFAE, through an asset-based approach, to create the project products. ACHIFAE was involved in every aspect of the project and has ownership over the project deliverables. That was important for sustainability, so that

this project would not be a one-time action. I wanted this project to lay the groundwork for a jumpstart to ACHIFAE, one that they would be able to carry out themselves.

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Appendices

Appendix A: Needs Assessment Questions

Background Information

- Can you share about the history of ACHIFAE?
 - What is your mission?
 - What are your goals?
 - What are your values?
 - When was it founded?
 - How many women currently work there?
 - What is the purpose of the organization?
- Do you have a physical building space for ACHIFAE?
- Do you have outside support for your organization? (from other organizations, government, community members, etc.?)

Product Information

- What products do you currently produce?
- What products would you like to produce and sell in the future?
- How are you currently selling products? (at stores, online?)
- Who is your target customer?
- Who would you like to sell products to in the future?

Strengths and Weaknesses

- What do you believe are your organization's greatest strengths?
- What do you believe are your organization's weaknesses?

Barriers and Challenges

- What barriers or challenges is your organization currently experiencing?
- What do you think your biggest challenge in the future will be?
- Of those barriers and challenges, what is the biggest challenge?

Needs

- What needs does your organization have?
- Are there any projects that you would like to start, but have not been able to?
- Are there any training or educational resources that your staff need?
- What resources does your organization need to be successful?

Appendix B: Social Media Schedule

September سبتمبر

2022

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|-----------------------------------------------|---------|---------------------------------------------|-------------------------------------|----------------------------------------------------------------|--------------------------|
| 28 | 29 | 30 | 31 | 1 | 2 | 3 |
| | | | | 1. Welcome and logo / مرحبا والشعار | | 2. Who are we? / من نحن؟ |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | 3. Where are we? / اين نحن؟ | | 4. Our mission / مهمتنا | | 5. Share about products / منتجاتنا | |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| | 6. For more information / للمزيد من المعلومات | | 7. Director Highlight / تسليط الضوء: المخرج | | 8. Made in Morocco / صنع في المغرب | |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| | 9. Thanks for following / شكرا ليلي بنا | | 10. The women of ACHIFAE / نساء ACHIFAE | | 11. Share about harvesting products / مشاركة حول منتجات الحصاد | |
| 25 | 26 | 27 | 28 | 29 | 30 | 1 |
| | 12. Processing products / منتجات الحصاد | | 13. Throwback photo / صورة التاريخ | | 14. Share equipment need / مشاركة حول الحاجة إلى المعدات | |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| | | | | | | |

Notes:

- The first month will focus on introducing the cooperative to followers
 - سيركز الشهر الأول على تعريف المتابعين بالجمعية التعاونية
- Sharing background information and history

○ تبادل المعلومات الخلفية والتاريخ

October أكتوبر

2022



| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|---------------------------------------------------------------|---------|----------------------------------------------------------------|----------|------------------------------------|----------|
| 25 | 26 | 27 | 28 | 29 | 30 | 1 |
| | | | | | | |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| | 15. How to get involved / كيفية المشاركة | | 16. Share about land needs / حصة حول الحاجة إلى الأرض | | 17. Tea feature / شاي | |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| | 18. Made in Ben Smim / صنع في بنسميم | | 19. Argan Oil Feature / زيت عضوي | | 20. Soap feature / ميزة الصابون | |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| | 21. Beauty product feature / منتجات التجميل | | 22. Thank followers / شكرا لك على متابعة ACHIFAE | | 23. Couscous feature / الكسكس | |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| | 24. Share ACHIFAE with friends / مشاركة achifae مع أصدقائك | | 25. Business Partnership Info / معلومات عن الشراكة التجارية | | | |
| 30 | 31 | 1 | 2 | 3 | 4 | 5 |
| | | | | | | |

Notes:

- The second month will focus more on sharing about products and the needs of ACHIFAE
- ACHIFAE سيركز الشهر الثاني بشكل أكبر على مشاركة المنتجات واحتياجات
- Share about business partnerships and encourage followers to share about ACHIFAE
- ACHIFAE شارك حول الشراكات التجارية وشجع المتابعين على المشاركة حول

Appendix C: Social Media Posts

Below are the social media posts for ACHIFAE. Each section of the chart below contains the post graphic and the post text in English and Arabic. The posts are numbered in the order that they will be posted, following the social media schedule shared in the previous Appendix B.

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  |
| <p>1. Welcome to the ACHIFAE cooperative! We are a women's cooperative based in Ben Smim, Morocco who create high quality hand-crafted beauty, cosmetic, and food products. We welcome you to follow our page, learn about our mission, and support us as we reach our goals of empowering women in our community and the world.</p> <p>التعاونية! نحن ACHIFAE مرحبًا بكم في جمعية ، جمعية تعاونية نسائية مقرها في بن سميم ، المغرب ، نبتكر منتجات تجميل ومستحضرات تجميل ومنتجات غذائية عالية الجودة مصنوعة يدويًا. ندعوكم لمتابعة صفحتنا ، والتعرف على مهمتنا ، ودعمنا ونحن نصل إلى أهدافنا المتمثلة في تمكين المرأة في مجتمعنا والعالم.</p> | <p>2. Who are we? ACHIFAE was founded in 2006 with help from a visiting non-profit. By establishing this cooperative, women in the village were able to earn a living and support their families, gaining economic independence. In our village, knowledge about local plants, flowers, herbs, and more has been passed down for centuries. We use that knowledge and skill to create quality products that we offer for sale. When you buy from ACHIFAE, you supporting local women and their dreams.</p> <p>في عام 2006 ACHIFAE من نحن؟ تأسست بمساعدة من زيارة غير ربحية. من خلال إنشاء هذه التعاونية ، تمكنت النساء في القرية من كسب لقمة العيش وإعالة أسرهن ، والحصول على الاستقلال الاقتصادي في قريتنا ، تم تناقل المعرفة حول النباتات المحلية والزهور والأعشاب والمزيد لعدة قرون. نحن نستخدم تلك المعرفة والمهارة لإنشاء منتجات عالية الجودة فأنت ، ACHIFAE نعرضها للبيع. عندما تشتري من تدعم النساء المحليات وأحلامهن.</p> |



3. Where are we? We are located in the small village of Ben Smim, Morocco, which is located in the Atlas Mountains. Our families have lived in these mountains for centuries, and we are proud live and work in Ben Smim today. There are not many economic opportunities in our village and the men must find work in other larger cities. ACHIFAE was established as an opportunity for women to make a living and support themselves and their families.

اين نحن؟ نحن موجودون في قرية بن سميم الصغيرة بالمغرب ، والتي تقع في جبال الأطلس. تعيش عائلاتنا في هذه الجبال منذ قرون ، ونحن فخورون بالعيش والعمل في بن سميم اليوم. لا توجد العديد من الفرص الاقتصادية في قريتنا ويجب على الرجال العثور على عمل في المدن كفرصة للمرأة ACHIFAE الكبرى الأخرى. تم تأسيس ACHIFAE لكسب الرزق وإعالة نفسها وعائلاتها.



4. Our mission is to support women in our village, empowering them to reach their full potential. Women can make the world a better place and we are doing that one small step at a time here at ACHIFAE. When you buy ACHIFAE products, you are directly supporting women!

مهمتنا هي دعم النساء في قريتنا ، وتمكينهن للوصول إلى إمكاناتهن الكاملة. يمكن للمرأة أن تجعل العالم مكاناً أفضل ونحن نقوم بهذه الخطوة الصغيرة في كل مرة هنا في ACHIFAE ، عندما تشتري منتجات ACHIFAE ، فأنت تدعم النساء بشكل مباشر!



5. We create many different types of products at ACHIFAE. Here are some of our products: rose water, perfume, herbal tea, floral tea, soaps, shampoos, lotion, argan oil, cooking oil, couscous, and spices. All of our products are from ingredients made right here in Ben Smim!

نحن نصنع أنواعًا مختلفة من المنتجات في ACHIFAE. فيما يلي بعض منتجاتنا: ماء الورد ، والعطور ، وشاي الأعشاب ، وشاي الأزهار ، والصابون ، والشامبو ، والغسل ، وزيت الأرجان ، وزيت الطهي ، والكسكس ، والتوابل. جميع منتجاتنا من مكونات مصنوعة هنا في بن سميم!



6. If you would like more information about how to support ACHIFAE, buy our products, or learn how we can partner to sell our products in your store, you can email us coop.achifae@gmail.com or reach us on Whatsapp at +212(0) 6 02 87 31 57. We would love to talk to you today.

إذا كنت ترغب في مزيد من المعلومات حول كيفية دعم أو شراء منتجاتنا ، أو معرفة كيف ، يمكنك يمكننا الشراكة لبيع منتجاتنا في متجرك ، يمكنك مراسلتنا عبر البريد الإلكتروني: Coop.achifae@gmail.com أو التواصل معنا على Whatsapp 31 87 02 6) 0(212+ على 57. يسعدنا التحدث إليكم اليوم.



7. Today we would like to introduce you to our founding director, Miss Fatima. Fatima has been with our cooperative since the beginning and has helped ACHIFAE survive and grow throughout the years. We are thankful for her guidance and support and look forward to a bright future with ACHIFAE.

نود اليوم أن نقدم لكم المديرية المؤسسة لنا السيدة فاطمة منذ البداية وساعدت ACHIFAE تعمل فاطمة مع على البقاء والنمو على مر السنين. نحن ACHIFAE ممتنون لتوجيهاتها ودعمها ونتطلع إلى مستقبل مشرق مع ACHIFAE.



8. Did you know that all of our products are proudly made in Morocco? None of our ingredients are imported – everything is made and harvested right here in Morocco!

هل تعلم أن كل منتجاتنا مصنوعة بفخر في المغرب؟ لا يتم استيراد أي من مكوناتنا - كل شيء مصنوع وحصاد هنا في المغرب!

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شكرا

Thank You
Merci

Followers!

9. Thank you for following ACHIFAE with social media! We appreciate all of your kindness and support. We look forward to sharing our mission and products with you!

مع وسائل التواصل ACHIFAE شكرا لمتابعتك
الاجتماعي! نحن نقدر كل لطفك ودعمك. نتطلع إلى
مشاركة مهمتنا ومنتجاتنا معك



The Women of ACHIFAE
Les femmes d'ACHIFAE

10. Here is photo showing the wonderful women of ACHIFAE. These women are incredibly hardworking and strive to create better lives for not only their families, but our community at large. When you support our cooperative by purchasing products, these are the lives you are helping to improve. Together, we can make a difference in this world!

ACHIFAE إليكم صورة تظهر النساء الرائعات في
هؤلاء النساء يعملن بجد بشكل لا يصدق ويسعون لخلق
حياة أفضل ليس فقط لعائلاتهن ، ولكن لمجتمعنا ككل
عندما تدعم تعاونتنا من خلال شراء المنتجات ، فهذه
هي الحياة التي تساعد على تحسينها. معًا ، يمكننا إحداث
إفرق في هذا العالم



11. Where do we get the ingredients for our products? We harvest and forage flowers, herbs, and plants right here in the beautiful Ben Smim. Here is a photo of some of the cooperative women hard at work harvesting.

من أين نحصل على مكونات منتجاتنا؟ نحن نحصد الزهور والأعشاب والنباتات ونقوم بحصادها هنا في الجميلة. وهذه صورة لبعض النساء Ben Smim منطقة التعاونيات الجادات في أعمال الحصاد.



12. Once we harvest the plants for our products, we walk back to our cooperative building and start to process the plants. We dry a lot of the flowers, herbs, and plants to be used in our products. All of our products are hand-crafted and we spend quality time processing and producing each and every product. Each batch is unique.

بمجرد أن نحصد النباتات من أجل منتجاتنا ، سنعود إلى المبنى التعاوني الخاص بنا ونبدأ في معالجة النباتات نقوم بتجفيف الكثير من الزهور والأعشاب والنباتات لاستخدامها في منتجاتنا. جميع منتجاتنا مصنوعة يدويًا ونقضي وقتًا ممتعًا في معالجة وإنتاج كل منتج. كل دفعة فريدة من نوعها.



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13. Here is a throwback photo of women working in our cooperative to harvest products. What do you think they are making in this photo?

هذه صورة مرتدة لنساء يعملن في تعاونيتنا لحصاد المنتجات. ما رأيك في صنعه في هذه الصورة؟



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14. We currently have old equipment, which requires hard work and more time. One of our needs is to help raise funds to purchase new equipment, which will allow us to increase production, improve quality, and make our production more efficient. By purchasing our products, or donating to our cooperative, you can help us meet this need! Contact us today for more information.

لدينا حاليًا معدات قديمة تتطلب العمل الجاد والمزيد من الوقت. إن أحد احتياجاتنا هو المساعدة في جمع الأموال لشراء معدات جديدة ، مما سيسمح لنا بزيادة الإنتاج وتحسين الجودة وجعل إنتاجنا أكثر كفاءة. من خلال بيع منتجاتنا أو التبرع لتعاوننا ، يمكنك مساعدتنا في تلبية هذه الحاجة! اتصل بنا اليوم لمزيد من المعلومات.



15. How to get involved: are you interested in getting involved with ACHIFAE? Our cooperative is open to project ideas and business partnerships. Contact us today with your inquiries! You can email us coop.achifae@gmail.com or reach us on Whatsapp at +212(0) 6 02 87 31 57

كيفية المشاركة: هل أنت مهتم بالمشاركة مع ACHIFAE؟ تعاونية لدينا منفتحة على أفكار المشاريع والشراكات التجارية. اتصل بنا اليوم مع استفساراتك! يمكنك مراسلتنا عبر البريد الإلكتروني coop.achifae@gmail.com أو التواصل معنا على Whatsapp +212 (0) 6 02 87 31 57



16. One of our biggest needs is to purchase more land in order to plant and cultivate more plants to create more products. Currently, we have a very small area of land. Purchasing more land will allow us to greatly increase production and support more women in our cooperative. Purchasing our products helps to fulfil this need!

إن أحد أكبر احتياجاتنا هو شراء المزيد من الأراضي من أجل زراعة وزراعة المزيد من النباتات لإنتاج المزيد من المنتجات. حاليًا، لدينا مساحة صغيرة جدًا من الأرض. سيسمح لنا شراء المزيد من الأراضي بزيادة الإنتاج بشكل كبير ودعم المزيد من النساء في تعاونيتنا. شراء منتجاتنا يساعد على تلبية هذه الحاجة!



17. The first product that we would like to highlight is our tea! Have you tried ACHIFAE tea yet? We have many different types of organic tea that are crafted from high quality plants and flowers. What is your favorite type of tea?

أول منتج نود تسليط الضوء عليه هو شاينا! هل جربت حتى الآن؟ لدينا أنواع مختلفة من ACHIFAE شاي الشاي العضوي المصنوع من نباتات وزهور عالية الجودة. ما هو نوع الشاي المفضل لديك؟



18. Hello from our village of Ben Smim! All of our products are made in this village, where our cooperative was founded. It is a small rural village, nestled in the mountains. The gorgeous countryside and mountains surround our village, providing many great plants that we use in our products!

مرحباً من قريتنا بن سميم! جميع منتجاتنا مصنوعة في هذه القرية التي تأسست فيها تعاونتنا. إنها قرية ريفية صغيرة تقع في الجبال. تحيط بقريتنا الريف الرائع والجبال، وتوفر العديد من النباتات الرائعة التي نستخدمها في منتجاتنا!



19. Did you know that ACHIFAE makes organic Argan Oil? Yes, it is true! We create high quality argan oil that you can use for many uses. You may be familiar with argan oil, but have you ever tried authentic argan oil from Morocco?

يصنع زيت الأركان ACHIFAE هل تعلم أن العضوي؟ نعم انه صحيح !نصنع زيت أرغان عالي الجودة يمكنك استخدامه في العديد من الاستخدامات. قد تكون على دراية بزيت الأرغان ، لكن هل سبق لك أن جربت زيت الأرغان الأصلي من المغرب؟



20. ACHIFAE also makes hand made soaps. We make soap for both men and women and have several different natural scents. You will not only feel clean, but smell great too! All of our soaps are made with organic products.

بصنع الصابون المصنوع ACHIFAE كما تقوم شركة يدويًا. نصنع الصابون لكل من الرجال والنساء ولدينا العديد من الروائح الطبيعية المختلفة. لن تشعر بالنظافة فحسب ، بل ستشعرك برائحة رائعة أيضًا !كل صابوننا مصنوع من منتجات عضوية.



21. We also create several types of beauty and skincare products for women. We have excellent shampoos and lotions available for purchase. These are made for women, by women! What types of beauty products do you use every day?

نقوم أيضًا بإنشاء عدة أنواع من منتجات العناية بالجمال والبشرة للسيدات. لدينا أنواع الشامبو والمستحضرات الممتازة المتاحة للشراء. هذه مصنوعة للنساء، من قبل النساء! ما أنواع مستحضرات التجميل التي تستخدمينها كل يوم؟



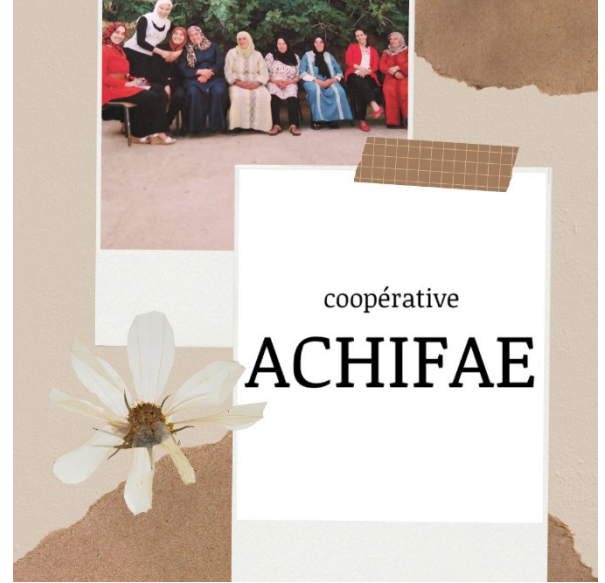
22. We would like to say a special thank you to all of our followers! Thank you all for your continued support.

نود أن نتقدم بشكر خاص لجميع متابعينا! شكرًا لكم جميعًا على دعمكم المتواصل.



23. Did you know that ACHIFAE makes couscous? Couscous is a famous dish around the world, and is very special in Moroccan cuisine. We produce excellent couscous for you and your family to enjoy. What is your favorite way to prepare couscous?

يصنع الكسكس؟ الكسكس هو ACHIFAE هل تعلم أن طبق شهير حول العالم ، ومميز للغاية في المطبخ المغربي. نحن ننتج كسكس ممتاز لك ولعائلتك لتستمتع به. ما هي طريقته المفضلة لتحضير الكسكس؟



24. Help us reach more people by sharing out social media page with your friends! Every like and share helps! We appreciate your support as we grow and expand to reach a larger clientele from around the world. Thank you!

ساعدنا في الوصول إلى المزيد من الأشخاص من خلال مشاركة صفحة وسائل التواصل الاجتماعي مع أصدقائك! كل الإعجاب والمشاركة يساعد! نحن نقدر دعمك بينما ننمو ونبسط للوصول إلى عملاء أكبر من جميع أنحاء العالم. شكرًا لك!



25. Would you like to partner with ACHIFAE and sell our products in your stores? ACHIFAE is looking to expand our sales in select stores, markets, and boutiques in Morocco. If you are interested, please message us, email, or call us on Whatsapp! All contact information is listed in our bio. Thank you for your interest! We look forward to collaborating with you.

ACHIFAE هل ترغب في الدخول في شراكة مع
ACHIFAE وبيع منتجاتنا في متاجرك؟ نتطلع
لتوسيع مبيعاتنا في متاجر وأسواق ومحلات مختارة في
المغرب. إذا كنت مهتمًا ، فيرجى مراسلتنا أو مراسلتنا
عبر البريد الإلكتروني أو الاتصال بنا على
Whatsapp! يتم سرد جميع معلومات الاتصال في
السيرة الذاتية لدينا. شكرًا لك على اهتمامك! نحن نتطلع
إلى التعاون معك.




Appendix D: Instagram Guide

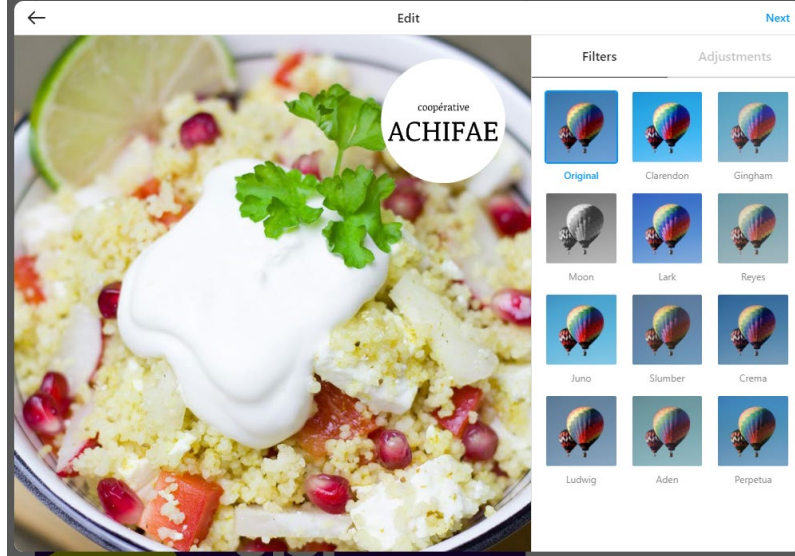
| <p style="text-align: center;">Instagram Guide for ACHIFAE ACHIFAE لـ Instagram دليل</p> <p>Topics Covered: المواضيع التي تمت تغطيتها</p> <ol style="list-style-type: none"> 1. Create an account / أنشئ حساب 2. Understanding how to use Instagram / فهم كيفية استخدام Instagram 3. Profile Icon / أيقونة الملف الشخصي 4. Edit profile / تعديل الملف الشخصي 5. Create a post with text / إنشاء وظيفة مع النص 6. Follow accounts / متابعة الحسابات 7. Unfollow accounts / إلغاء متابعة الحسابات 8. Message an account / أرسل رسالة إلى حساب 9. Check your messages / تفقد رسائلك 10. Use hashtags # / استخدم الهاشتاج 11. Tag accounts with the @ symbol / ضع علامة على الحسابات بالرمز @ 12. How to like, comment on, or send a post / كيفية الإعجاب أو التعليق أو إرسال منشور 13. Create a Story / أنشئ قصة 14. View account statistics / عرض إحصائيات الحساب | |
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| Desired Action in Instagram / العمل المطلوب في Instagram | Instructions تعليمات |
| <p>Create an account</p> <p>نشئ حساب</p> | <ol style="list-style-type: none"> 1. Open your internet browser and go to the Instagram website: https://www.instagram.com/ على الويب Instagram افتح متصفح الإنترنت الخاص بك وانتقل إلى موقع https://www.instagram.com/ 2. Click on the link that says "sign up" "انقر فوق الارتباط الذي يقول "تسجيل"  <ol style="list-style-type: none"> 3. 4. To create an account, enter your mobile number or email. Then enter your full name. Next enter the username you would like your Instagram |

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| | <p>account to be. For example, we discussed “coop.achifae, achifae.coop, achifae.bensmim.” Next, create the password for the account. When you have completed all boxes, click “sign up.”</p> <p>لإنشاء حساب ، أدخل رقم هاتفك المحمول أو بريدك الإلكتروني. ثم أدخل اسمك الكامل. بعد ذلك ، الخاص بك. على سبيل المثال Instagram أدخل اسم المستخدم الذي تريد أن يكون حساب ، بعد ذلك ، قم بإنشاء كلمة "co.achifae ، achifae.coop ، achifae.bensmim." ناقشنا "المروء للحساب. عند الانتهاء من جميع المربعات ، انقر فوق "تسجيل".</p>  <p>The image shows the Instagram sign-up screen. At the top is the Instagram logo. Below it, the text says "Sign up to see photos and videos from your friends." There are two main options: "Log in with Facebook" (a blue button) and "OR". Below "OR" are four input fields: "Mobile Number or Email", "Full Name", "Username", and "Password". Below these fields is a link that says "People who use our service may have uploaded your contact information to Instagram. Learn More". At the bottom, there is a line of text: "By signing up, you agree to our Terms , Privacy Policy and Cookies Policy ." and a blue "Sign up" button.</p> <p>5. Write down and save your username and password so that you are able to log back into your account.</p> <p>اكتب واحفظ اسم المستخدم وكلمة المرور الخاصين بك حتى تتمكن من تسجيل الدخول مرة أخرى إلى حسابك.</p> |
| <p>Understanding how to use Instagram</p> <p>فهم كيفية استخدام Instagram</p> | <p>1. When you log in to Instagram, you will see the icons at the top of the screen:</p> <p>سترى الرموز في الجزء العلوي من الشاشة ، Instagram عند تسجيل الدخول إلى:</p>  <p>The image shows the five navigation icons at the top of the Instagram app: a house icon (Home), a paper plane icon (Messages), a plus sign icon (Create), a camera icon (Post), and a heart icon (Activity). To the right of these icons is a black circle representing the user's profile picture.</p> <p>2. The house icon will take you to the home screen, where you will see posts from accounts that you follow, as well as ads from Instagram. The next icon is the messages icon. You can click this icon to go to the messaging tab. You can message people's accounts on Instagram, similarly to the Facebook messenger. The next icon with a + is the icon that you will click when you want to create content. You can create many</p> |

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| | <p>types of content including: Reel video, Post, Story, Story Highlight, Live, Gudie, and Fundraiser. Please continue to read this guide for instructions on how to post some of those content options. The next icon, which is a compass, is to explore Instagram. Clicking this icon will let you see other people's content on Instagram. The heart icon is the activity icon. By clicking this icon, you can see the activity on your account. For example, you can see when someone likes your post, follows your account, comments on your post, tags you in a post or comment, and more. This icon is important and will help you track the activity on your account. The last icon is your profile. Click this icon to go to your profile, where you can see all of your posts, your page information, and follower numbers.</p> <p>ستأخذك أيقونة المنزل إلى الشاشة الرئيسية ، حيث سترى منشورات من الحسابات التي تتابعها الرمز التالي هو رمز الرسائل يمكنك النقر فوق هذا Instagram. بالإضافة إلى إعلانات من ، الرمز للانتقال إلى علامة التبويب المراسلة يمكنك مراسلة حسابات الأشخاص على الرمز التالي مع + هو الرمز الذي Facebook messenger. على غرار ، Instagram :ستضغط عليه عندما تريد إنشاء محتوى يمكنك إنشاء العديد من أنواع المحتوى بما في ذلك فيديو ريل ، منشور ، قصة ، تسليط الضوء على القصة ، مباشر ، جودي ، وجمع التبرعات يرجى الاستمرار في قراءة هذا الدليل للحصول على إرشادات حول كيفية نشر بعض خيارات سيسمح لك النقر فوق Instagram. المحتوى هذه الرمز التالي ، وهو بوصلة ، هو استكشاف رمز القلب هو رمز النشاط. من خلال Instagram. هذا الرمز بمشاهدة محتوى الآخرين على النقر فوق هذا الرمز ، يمكنك مشاهدة النشاط على حسابك .على سبيل المثال ، يمكنك أن ترى عندما يحب شخص ما منشورك ، ويتابع حسابك ، ويعلق على منشورك ، ويضع علامة عليك في منشور أو تعليق ، والمزيد .هذا الرمز مهم وسيساعدك على تتبع النشاط على حسابك .الرمز الأخير هو ملف التعريف الخاص بك .انقر فوق هذا الرمز للانتقال إلى ملف التعريف الخاص بك ، حيث يمكنك رؤية جميع منشوراتك ومعلومات صفحتك وأرقام المتابعين ،</p> |
| <p>Profile icon</p> <p>رمز الملف الشخصي</p> |  <p>1. When you click on your profile icon, you will see five options. If you click profile, that will take you to view your profile. If you clicked Saved, that will take you to see posts that you have saved to your account on Instagram. If you click Settings, you can edit the settings to your Instagram Account. If you have multiple Instagram accounts and would like to switch to another account, you can click the Switch Accounts</p> |

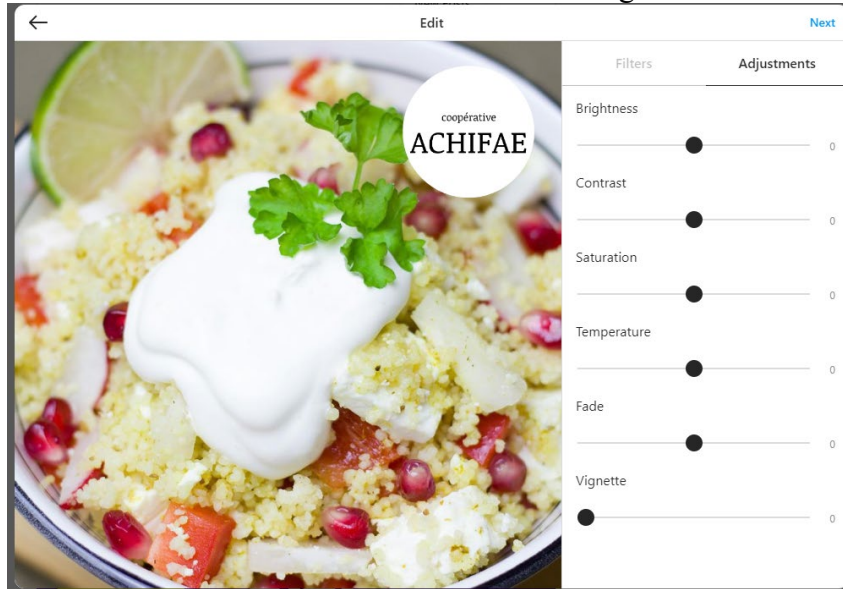
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| | <p>button. The final option is Log Out. By clicking this, you will log out of your Instagram account.</p> <p>عندما تنقر على أيقونة ملفك الشخصي ، ستري خمسة خيارات .إذا قمت بالنقر فوق ملف التعريف ، فسيأخذك ذلك لعرض ملف التعريف الخاص بك .إذا قمت بالنقر فوق تم الحفظ إذا قمت Instagram فسيأخذك ذلك لرؤية المنشورات التي قمت بحفظها في حسابك على الخاص بك .إذا كان Instagram بالنقر فوق الإعدادات ، فيمكنك تعديل الإعدادات إلى حساب متعددة وترغب في التبديل إلى حساب آخر ، فيمكنك النقر فوق Instagram لديك حسابات الزر تبديل الحسابات .الخيار الأخير هو تسجيل الخروج .بالنقر فوق هذا ، ستقوم بتسجيل الخروج من حساب الخاص بك Instagram.</p> |
| <p>Edit profile</p> <p>تعديل الملف الشخصي</p> | <ol style="list-style-type: none"> 1. To edit your profile, click on the Profile Icon, then click on the Settings link. This will take you to the screen below. Next, click Edit Profile. Here, you can edit your account name, username, enter a website for your account, write a short bio that will display on your account (it is a good idea to list contact information in your bio), email, phone number, and gender. You can also click the blue link to change your profile photo. Complete this edit profile step before you start to post content. 2. In this settings page, you can also change your password, edit privacy and security settings, and more. You can also receive assistance by clicking the help button at the bottom of the screen. <p>للتعديل ملفك الشخصي ، انقر على أيقونة الملف الشخصي ، ثم انقر على رابط الإعدادات سينقلك هذا إلى الشاشة أدناه .بعد ذلك ، انقر فوق تحرير ملف التعريف .هنا ، يمكنك تعديل اسم حسابك ، واسم المستخدم ، وإدخال موقع ويب لحسابك ، وكتابة سيرة ذاتية قصيرة ستظهر على حسابك (من الجيد إدراج معلومات الاتصال في سيرتك الذاتية (، والبريد الإلكتروني ، ورقم الهاتف ، والجنس .يمكنك أيضًا النقر فوق الارتباط الأزرق لتغيير صورة ملفك الشخصي .أكمل خطوة تحرير الملف الشخصي هذه قبل البدء في نشر المحتوى</p> <p>في صفحة الإعدادات هذه ، يمكنك أيضًا تغيير كلمة المرور وتعديل إعدادات الخصوصية والأمان والمزيد .يمكنك أيضًا الحصول على المساعدة بالنقر فوق زر المساعدة أسفل الشاشة</p> |

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| | <div> <div> Edit profile Professional account Change password Apps and websites Email notifications Push notifications Manage contacts Privacy and security Supervision Login activity Emails from Instagram Help Switch to personal account </div> <div> Meta Accounts Center Control settings for connected experiences across Instagram, the Facebook app, and Messenger </div> </div> <div> <div>  Name <input type="text"/> <small>Help people discover your account by using the name you're known by: either your full name, nickname, or business name. You can only change your name twice within 14 days.</small> </div> <div> Username <input type="text"/> <small>In most cases, you'll be able to change your username back to ysuipo for another 14 days. Learn more</small> </div> <div> Website <input type="text"/> </div> <div> Bio <input type="text"/> </div> <div> Personal information Provide your personal information, even if the account is used for a business, a pet or something else. This won't be a part of your public profile. </div> <div> Email <input type="text"/> </div> <div> Phone number <input type="text"/> </div> <div> Gender <input type="text"/> </div> <div> Similar account suggestions <input type="checkbox"/> Include your account when recommending similar accounts people might want to follow. [?] </div> <div> Log out Temporarily deactivate your account </div> </div> |
| <p>Create a post with text</p> <p>إنشاء وظيفة مع النص</p> | <ol style="list-style-type: none"> To create a post, click the + icon and click on post. "إنشاء منشور" ، انقر فوق الرمز + وانقر فوق "منشور".  Next, it will ask you to select photos or videos from your device. You can select one, or multiple. بعد ذلك ، سيطلب منك تحديد الصور أو مقاطع الفيديو من جهازك. يمكنك اختيار واحد أو أكثر.  Drag photos and videos here <input type="button" value="Select from computer"/> Once you select your photo/video, you can click next. Now you can edit your content. Instagram has filters that you can click to select. This will change the color and style of your content: بمجرد تحديد الصورة / الفيديو الخاص بك ، يمكنك النقر فوق التالي. الآن يمكنك تعديل المحتوى على عوامل تصفية يمكنك النقر فوقها لتحديدها. سيؤدي هذا Instagram الخاص بك. يحتوي إلى تغيير لون وأسلوب المحتوى الخاص بك: |



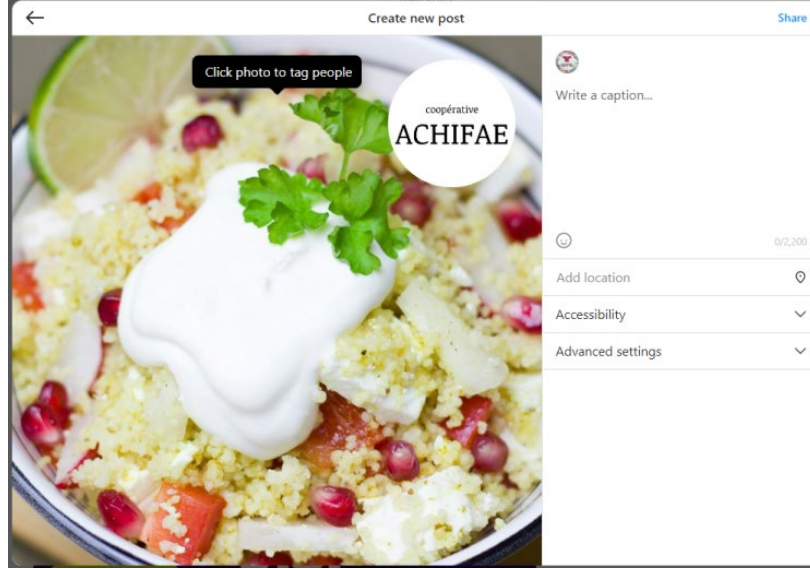
4. Next, you can make any photography adjustments to your content, including editing the brightness, contrast, saturation, and more. If your photo is dark or blurry, you can make adjustments here to edit your photo so that it will look more professional on Instagram.

بعد ذلك ، يمكنك إجراء أي تعديلات تصويرية على المحتوى الخاص بك ، بما في ذلك تعديل السطوع والتباين والتشبع والمزيد. إذا كانت صورتك مظلمة أو ضبابية ، فيمكنك إجراء تعديلات Instagram هنا لتعديل صورتك بحيث تبدو أكثر احترافية على

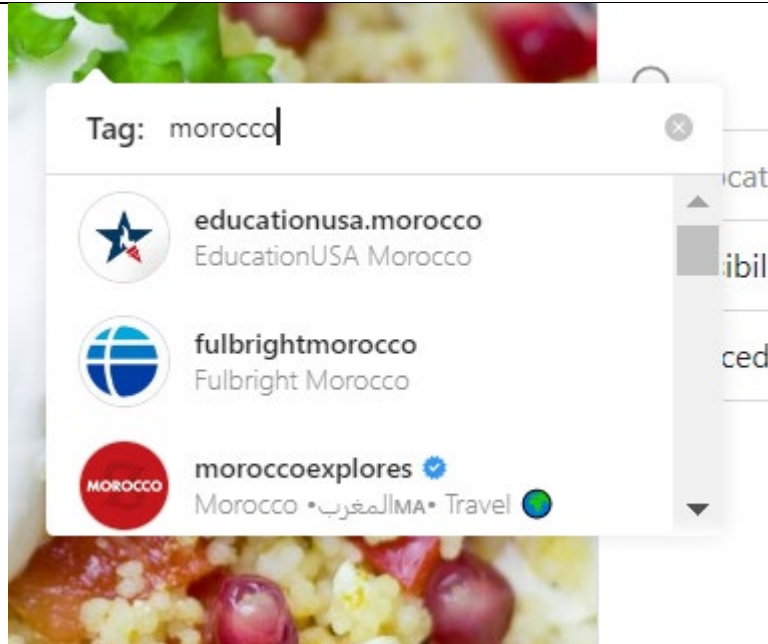


5. Once you have made your desired edits, then click next. This will then allow you to add the text to your post:

بمجرد إجراء التعديلات المطلوبة ، انقر فوق التالي. سيسمح لك هذا بعد ذلك بإضافة النص إلى منشورك:



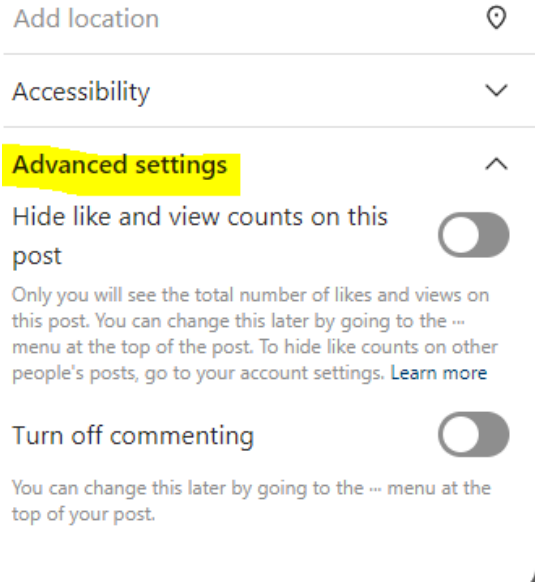

6. You can type your text where it says “write a caption.” You can write a few sentences here that corresponds with the photo or video you posted.
يمكنك كتابة النص حيث يقول "اكتب تسمية توضيحية". يمكنك كتابة بضع جمل هنا تتوافق مع الصورة أو مقطع الفيديو الذي نشرته.
7. You can also add emojis to the text of your post by clicking on the smiley face icon.
يمكنك أيضًا إضافة رموز تعبيرية إلى نص المنشور الخاص بك عن طريق النقر فوق رمز الوجه المبتسم.
8. If you would like to add your location, for example “Ben Smim, Morocco,” you can type your location in the “add location” box, and it will appear in your post for people to see.
يمكنك ، "Ben Smim، Morocco" إذا كنت ترغب في إضافة موقعك ، على سبيل المثال كتابة موقعك في مربع "إضافة موقع" ، وسيظهر في رسالتك ليراه الناس.
9. If you would like to tag people, or other accounts in your post, you can do that by clicking on the photo to tag people. Generally, it is good practice to tag people or accounts if you are collaborating with them. If you are sharing someone else’s information or post, you can tag them to give them credit. Or, if you really wish for someone to see your post, you can tag them in your post.
إذا كنت ترغب في وضع علامة على أشخاص أو حسابات أخرى في منشورك ، فيمكنك القيام بذلك عن طريق النقر فوق الصورة للإشارة إلى الأشخاص. بشكل عام ، من الممارسات الجيدة وضع علامة على الأشخاص أو الحسابات إذا كنت تتعاون معهم. إذا كنت تشارك معلومات أو مشاركة لشخص آخر ، فيمكنك وضع علامة عليه لمنحه الفضل. أو ، إذا كنت ترغب حقًا في أن يرى شخص ما منشورك ، فيمكنك وضع علامة عليه في منشورك.
10. When you click the photo to tag an account, you can start by typing the name of the account. See the example below of when I typed “Morocco.” Once you find the account you want to tag, you simply click on their name and they will be shown as tagged in your photo.
عند النقر فوق الصورة لوضع علامة على حساب ، يمكنك البدء بكتابة اسم الحساب. انظر المثال أدناه عندما كتبت "المغرب". بمجرد العثور على الحساب الذي تريد وضع علامة عليه ، ما عليك سوى النقر فوق اسمه وسيتم عرضه على أنه تم وضع علامة عليه في صورتك.





11. By hovering over the photo, you can see who you tagged in the post:
 من خلال التمرير فوق الصورة ، يمكنك رؤية من قمت بوضع علامة باسمه في المنشور



12. There are advanced settings when you are creating your post. If you click advanced settings, you will see that you can click the button to hide the like view counts from the public. You can also click to turn off comments on your post, meaning that no one will be able to comment on your post.
 ، هناك إعدادات متقدمة عند إنشاء المنشور الخاص بك. إذا قمت بالنقر فوق الإعدادات المتقدمة ، فسترى أنه يمكنك النقر فوق الزر لإخفاء عدد مرات المشاهدة المعجب بها من الجمهور. يمكنك أيضاً النقر لإيقاف تشغيل التعليقات على منشورك ، مما يعني أنه لن يتمكن أي شخص من التعليق على منشورك.

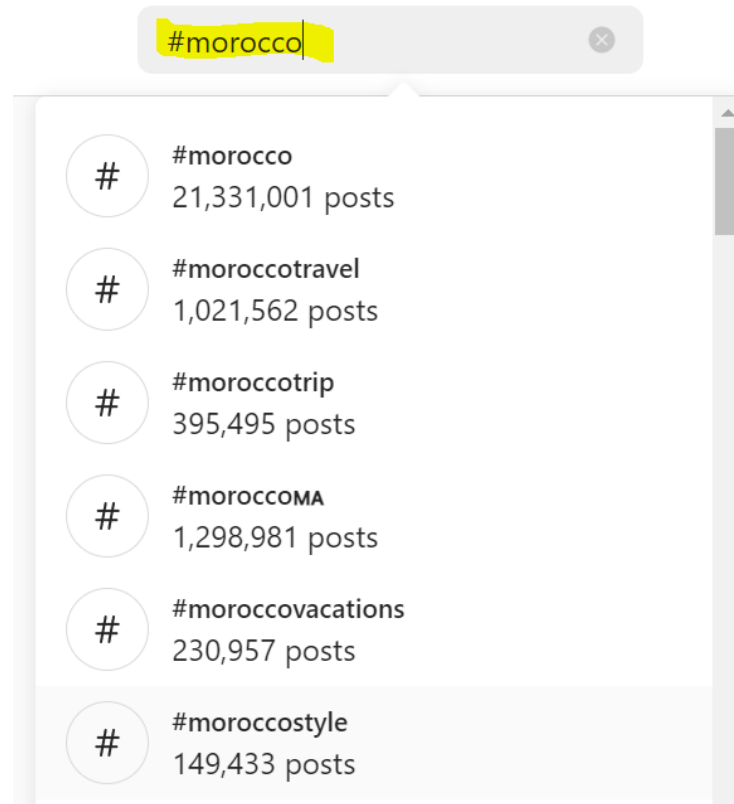
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| |  <p>13. Once you have selected your photo or video, finished editing, typed your text, added emojis, tagged any account, and edited any settings that you wish, you are ready to post. To post, click “share.” Your post will now be shared to your profile for people to see. To see you post, click on the profile icon. To see activity on your post, click on the heart activity icon.</p> <p>بمجرد تحديد صورتك أو مقطع الفيديو الخاص بك ، والانتهاء من التحرير ، وكتابة النص الخاص بك ، وإضافة الرموز التعبيرية ، ووضع علامات على أي حساب ، وتعديل أي إعدادات تريدها ، فأنت جاهز للنشر. للنشر ، انقر على "مشاركة". سيتم الآن مشاركة رسالتك على ملفك الشخصي ليراها الناس. لرؤيتك تنشر ، انقر على أيقونة الملف الشخصي. لمشاهدة نشاط منشورك ، انقر فوق رمز نشاط القلب</p> <p>Share</p> | |
| <p>Follow accounts</p> <p>متابعة الحسابات</p> | <p>1. In order to find people and have the chance for them to engage with your account, see your posts, and possibly follow you, can you search for accounts and follow them. To search for accounts, you can type any words into the search bar. For example, I typed in “Morocco,” and then clicked on this account that popped up:</p> <p>، من أجل العثور على أشخاص وإتاحة الفرصة لهم للتفاعل مع حسابك ، ومشاهدة منشوراتك وربما متابعتك ، يمكنك البحث عن حسابات ومتابعتها. للبحث عن حسابات ، يمكنك كتابة أي كلمات في شريط البحث. على سبيل المثال ، كتبت "المغرب" ، ثم نقرت على هذا الحساب الذي ظهر:</p>  <p>Instagram</p> <p>moroccaintheusa</p> <p>277 posts 795 followers 65 following</p> <p>Embassy of the Kingdom of Morocco in the United States Morocco MA in the United States us www.embassyofmorocco.us</p> | |

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| | <p>2. Once you read the bio information and look at their posts, you can decide if you would like to follow them. To follow them, click the blue “follow” button. When you follow someone, they will receive a notification. In addition, their posts will pop up in your feed on your home screen.</p> <p>بمجرد قراءة المعلومات الحيوية وإلقاء نظرة على منشوراتهم ، يمكنك تحديد ما إذا كنت ترغب في متابعتها. لمتابعتهم ، انقر فوق الزر الأزرق "متابعة". عندما تتابع شخصًا ما ، سيتلقى إشعارًا بذلك. بالإضافة إلى ذلك ، ستظهر منشوراتهم في خلاصتك على شاشتك الرئيسية.</p> |
| <p>Unfollow accounts</p> <p>إلغاء متابعة الحسابات</p> | <p>1. If you want to unfollow an account, go to their profile and click on the person icon:</p> <p>إذا كنت ترغب في إلغاء متابعة حساب ، فانقل إلى ملف التعريف الخاص به ، وانقر فوق رمز الشخص:</p>  <p>2. Then click “unfollow.”</p> <p>ثم انقر فوق "إلغاء المتابعة".</p>  <p>3. If you wish to keep following them, then you can click “cancel.”</p> <p>"إذا كنت ترغب في الاستمرار في متابعتها ، فيمكنك النقر فوق "إلغاء".</p> |
| <p>Message an account</p> <p>أرسل رسالة إلى حساب</p> | <p>1. You can send messages to people’s accounts on Instagram. To message someone, go to their account and click message:</p> <p>لمراسلة شخص ما ، انتقل إلى Instagram يمكنك إرسال رسائل إلى حسابات الأشخاص على حسابيه وانقر فوق رسالة:</p>  <p>2. Next, you can type your message and click send. At the top of the message, you will see the account name, as well as a phone icon, which you can use to call someone through Instagram. There is also a video icon that you can use to video call someone on Instagram.</p> <p>في الجزء العلوي من الرسالة ، ستري اسم. انقر بعد ذلك ، يمكنك كتابة رسالتك وإرسال الحساب ، بالإضافة إلى رمز الهاتف ، والذي يمكنك استخدامه للاتصال بشخص ما عبر</p> |

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| | <p>Instagram. يوجد أيضًا رمز فيديو يمكنك استخدامه لإجراء مكالمة فيديو مع شخص ما على Instagram.</p>  <p>3. If you would like to send a photo or video to someone, you can click the photo icon to send that message. إذا كنت ترغب في إرسال صورة أو مقطع فيديو إلى شخص ما ، فيمكنك النقر فوق رمز الصورة لإرسال هذه الرسالة.</p> |
| <p>Check your messages</p> <p>تفقد رسائلك</p> | <p>1. To check your messages, click the message icon: للتحقق من رسائلك ، انقر فوق رمز الرسالة</p>  <p>2. Once you click the message icon, you will be able to see all of the messages you have sent and received. بمجرد النقر فوق رمز الرسالة ، ستتمكن من رؤية جميع الرسائل التي أرسلتها واستلمتها.</p> |
| <p>Use hashtags #</p> <p># استخدم الهاشتاج</p> | <p>1. On Instagram, you can use hashtags to help increase the number of people who see your posts. People can follow hashtags and when you type the hashtag on your post, those accounts will see your post. Hashtags can be a great tool to gain more following and exposure on posts. For example, when posting about ACHIFAE, you may use these hashtags for</p> |

example: #women #morocco #cooperative #smallbusiness. You can search for different hashtags to use by searching the hashtag, stating with the # symbol in the search bar. For example, I typed #morocco in the search bar and can see all of the #morocco hashtags. You can also see how many people are using that hashtag. You can type hashtags on your posts, stories, and in your comment sections. It is generally a good idea to use a few different hashtags when you post, so that you are not always reaching the same audience. If you want to reach different followers, try using different relevant hashtags in your post.

يمكنك استخدام علامات التصنيف للمساعدة في زيادة عدد الأشخاص الذين ، Instagram على يشاهدون منشوراتك. يمكن للأشخاص متابعة علامات التصنيف وعندما تكتب علامة التصنيف أداة رائعة لاكتساب Hashtags في منشورك ، ستشاهد هذه الحسابات منشورك. يمكن أن تكون ACHIFAE ، المزيد من المتابعة والتعرض للمشاركات. على سبيل المثال ، عند النشر عن #women #morocco #cooperative #smallbusiness: يمكنك استخدام علامات التصنيف هذه على سبيل المثال ، من خلال البحث في علامة التصنيف ، مع ذكر الرمز #في شريط البحث. على سبيل المثال #morocco. في شريط البحث ويمكنني رؤية جميع علامات التجزئة #morocco كتبت يمكنك أيضًا معرفة عدد الأشخاص الذين يستخدمون علامة التصنيف هذه. يمكنك كتابة علامات التصنيف في منشوراتك وقصصك وفي أقسام التعليقات الخاصة بك. من الجيد عمومًا استخدام عدد قليل من علامات التجزئة المختلفة عند النشر ، حتى لا تصل دائمًا إلى نفس الجمهور. إذا كنت تريد الوصول إلى متابعين مختلفين ، فحاول استخدام علامات تصنيف مختلفة ذات صلة في منشورك.

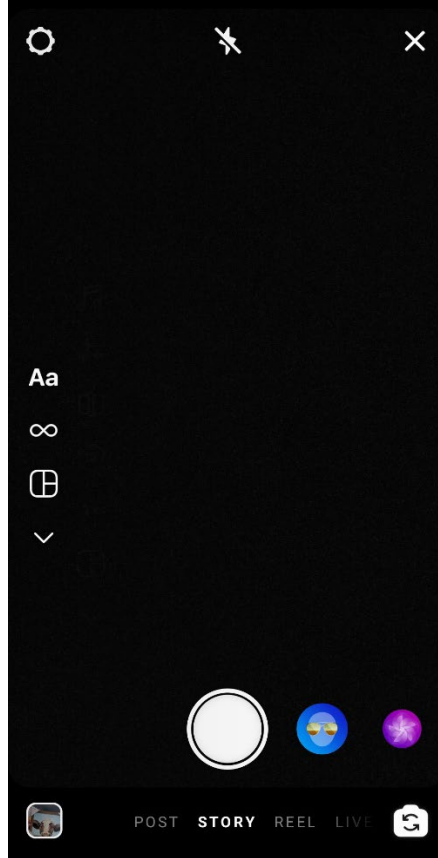


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| <p>Tag accounts with the @ symbol</p> <p>ضع علامة على الحسابات بالرمز @</p> | <p>1. In Instagram, you can tag accounts when you type a comment, or when you are typing text in a post. By tagging an account, they will be notified that they were tagged and can see you post or comment. To easily tag an account, simply type the @ symbol, and start typing their username. For example, you can tag a friend's account by typing @samria101 or @morocconews.</p> <p>يمكنك وضع علامة على الحسابات عند كتابة تعليق أو عند كتابة نص في Instagram ، منشور. من خلال وضع علامة على حساب ، سيتم إخطارهم بأنه تم وضع علامة عليهم ويمكنهم رؤيتك تنشر أو تعلق. لوضع علامة على حساب بسهولة ، ما عليك سوى كتابة الرمز والبدء في كتابة اسم المستخدم الخاص به. على سبيل المثال ، يمكنك وضع علامة على ، @morocconews أو @samria101 حساب صديق بكتابة</p> |
| <p>How to like, comment on, or send a post</p> <p>كيفية الإعجاب أو التعليق أو إرسال منشور</p> | <p>1. To engage with a post, click on the post. Once you have clicked on the post, then you can: like the post by clicking the heart icon, comment on the post by clicking the word bubble comment icon, or you can send the post to an account, or your story by clicking the send icon.</p> <p>للتفاعل مع وظيفة ، انقر فوق المنشور. بمجرد النقر فوق المنشور ، يمكنك بعد ذلك: الإعجاب بالمنشور عن طريق النقر فوق رمز القلب ، أو التعليق على المنشور بالنقر فوق رمز التعليق على شكل فقاعة ، أو يمكنك إرسال المنشور إلى حساب ، أو قصتك بالنقر فوق إرسال أيقونة</p>  <p>2. To add a comment, click the “add a comment” box and then click “post.” Your comment will be seen on the post. You can also add emojis to your post by clicking the smiley face icon.</p> <p>لإضافة تعليق ، انقر فوق مربع "إضافة تعليق" ثم انقر فوق "نشر". سيظهر تعليقك على المنشور. يمكنك أيضًا إضافة رموز تعبيرية إلى منشورك عن طريق النقر فوق رمز الوجه المبتسم.</p> |
| <p>Create a Story</p> <p>أنشئ قصة</p> | <p>1. You can create a “Story” on Instagram. This is like a post, but it will disappear after 24 hours. You can create stories to highlight posts that you have recently posted, and you can share other people's posts to your story as well. To create a story, click the + icon and click story</p> <p>هذا مثل المنشور ، لكنه سيختفي بعد 24 ساعة. يمكنك إنشاء "قصة" على Instagram. يمكنك إبراز المشاركات التي نشرتها مؤخرًا ، كما يمكنك مشاركة مشاركات الآخرين في قصتك أيضًا. لإنشاء قصة ، انقر فوق رمز + وانقر فوق قصة</p> |



2. With a story, you can use your camera to take a picture, or you can select a picture that is already on your device. To select a photo or video that is already on your device, click the square box in the bottom left hand corner. To take a picture with your phone, click the white circle in the middle bottom of the screen.

باستخدام القصة ، يمكنك استخدام الكاميرا لالتقاط صورة ، أو يمكنك تحديد صورة موجودة بالفعل على جهازك . لتحديد صورة أو مقطع فيديو موجود بالفعل على جهازك ، انقر فوق المربع المربع في الزاوية اليسرى السفلية . لالتقاط صورة بهاتفك ، انقر فوق الدائرة البيضاء في منتصف الجزء السفلي من الشاشة .



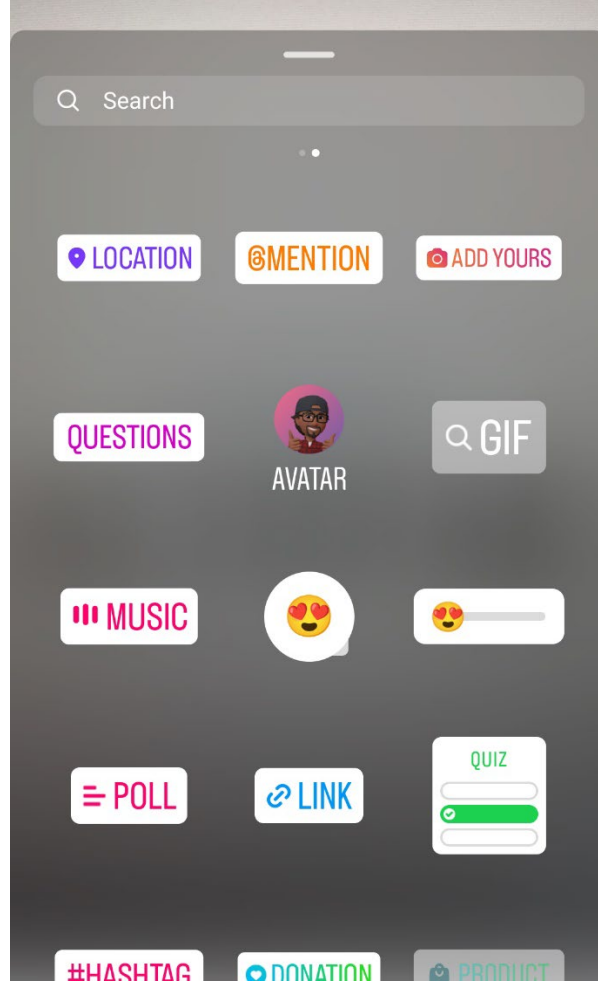
3. Once your photo is selected, then you can edit your story. You can add text, graphics, stickers, GIFs, filters, and more. To add text, click the “Aa” button. You can change the font type, color of text, and size of the text. You can also move your text’s location on the story.

بمجرد تحديد صورتك ، يمكنك تعديل قصتك . يمكنك إضافة نص ورسومات وملصقات وملفات GIF يمكنك تغيير نوع الخط ولون "Aa" وفلاتر وغير ذلك . لإضافة نص ، انقر فوق الزر "Aa" . يمكنك تغيير نوع الخط ولون "Aa" . يمكنك أيضًا نقل موقع النص في القصة .



4. To add extra details to your story, you can click the second icon at the top of the story screen. You can click to add a location, tag, music, question, and more to your story. If you would like to add a sticker to your story, you can click GIF. Then you can search for whatever you would like to add to your story.

لإضافة تفاصيل إضافية إلى قصتك ، يمكنك النقر فوق الرمز الثاني أعلى شاشة القصة. يمكنك النقر لإضافة موقع وعلامة وموسيقى وسؤال والمزيد إلى قصتك. إذا كنت ترغب في إضافة ثم يمكنك البحث عما تريد إضافته إلى قصتك. GIF ملصق إلى قصتك ، يمكنك النقر فوق



5. You can also add filters to your story by clicking the three star icon at the top of the story screen. After clicking that, you can scroll until you find a filter that you like. In the example below, I added “Hello!” text, a welcome GIF image, and the Satrburst filter. When you are ready to post the story, click “Done.” Then your story will be posted to your account.
- يمكنك أيضًا إضافة عوامل تصفية إلى قصتك عن طريق النقر فوق أيقونة الثلاث نجوم الموجودة أعلى شاشة القصة. بعد النقر فوق ذلك ، يمكنك التمرير حتى تجد الفلتر الذي تريده. في المثال عندما تكون مستعدًا ، أنشر القصة ، انقر على "تم". ثم سيتم نشر قصتك في حسابك.

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| |  <p>6. To view your story, go back to your profile. Then click on your profile photo to view your story. لعرض قصتك ، ارجع إلى ملفك الشخصي. ثم انقر فوق صورة ملفك الشخصي لعرض قصتك.</p> |
| <p>View account statistics</p> <p>عرض إحصائيات الحساب</p> | <p>1. To see how many followers you have, how many people you are following, and how many posts you have created, go to your profile. At the top of your profile, you will see the statistics listed for each category: لمعرفة عدد المتابعين لديك ، وعدد الأشخاص الذين تتابعهم ، وعدد المشاركات التي قمت بإنشائها ، انتقل إلى ملفك الشخصي. في الجزء العلوي من ملفك الشخصي ، ستري الإحصائيات مدرجة لكل فئة:</p>  <p>2. You can also click to edit your profile on this screen. يمكنك أيضًا النقر لتحرير ملف التعريف الخاص بك على هذه الشاشة.</p> |

Appendix E: Funding Proposal

| ACHIFAE Funding Proposal مقترح جمع التبرعات ACHIFAE | |
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| <p>Description: This document consists of funding suggestions based on research for ACHIFAE. These suggestions are given with respect to ACHIFAE's founding as a small cooperative with limited resources and being women-led in a lower middle income country.</p> <p>يتم تقديم هذه الاقتراحات فيما ACHIFAE الوصف: تتكون هذه الوثيقة من إشارات لجمع التبرعات بناءً على بحث لـ. كتنوعية صغيرة بموارد محدودة وقيادة النساء في بلد نام ACHIFAE يتعلق بتأسيس</p> | |
| Suggestion / اقتراح | Information / معلومة |
| <p>#1: Donation Based Crowdfunding</p> <p>رقم 1: التمويل الجماعي</p> | <p>Pros: جانب جيد</p> <ol style="list-style-type: none"> 1. There is little no risk to the cooperative, because the money is donated to you and there are generally few to no stipulations. لا يوجد خطر ضئيل على التعاونية ، لأنه يتم التبرع بالمال لك وهناك شروط قليلة أو معدومة بشكل عام 2. Expands your access to capital by broadening the number of donors you can reach يوسع وصولك إلى رأس المال من خلال زيادة عدد المتبرعين الذين يمكنك الوصول إليهم 3. Broadens the geographic area where you can reach donors from around the world يوسع المنطقة الجغرافية حيث يمكنك الوصول إلى المتبرعين من جميع أنحاء العالم 4. With crowdfunding, your donors are a support network that you can engage with. من خلال التمويل الجماعي ، يكون المتبرعون بمثابة شبكة دعم يمكنك التعامل معها. <p>Cons: جانب سيء</p> <ol style="list-style-type: none"> 1. Donors may not have a strong interest or stake into your success. قد لا يكون للمانحين مصلحة أو مصلحة قوية في نجاحك 2. It may be difficult to raise substantial amounts of capital. قد يكون من الصعب جمع مبالغ كبيرة من رأس المال 3. Some crowdfunding websites may charge fees or take a percentage of the money that you have raised. قد تفرض بعض مواقع التمويل الجماعي رسوماً أو تأخذ نسبة مئوية من الأموال التي جمعتها. <p>Example: مثال We Make It: https://wemakeit.com/ نصنعها: https://wemakeit.com/</p> <p>Crowdfunding options that will not in Morocco and are not a funding option for ACHIFAE: خيارات التمويل الجماعي التي لن تكون في ACHIFAE المغرب وليست خيار تمويل لـ</p> <ul style="list-style-type: none"> • Go Fund Me |

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| | <ul style="list-style-type: none"> • Instagram Fundraising • Facebook Fundraising • Indiegogo • Kickstarter <p>References: المرجعي <i>Crowdfunding's Potential for the Developing World</i>. 2013. infoDev, Finance and Private Sector Development Department. Washington, DC: World Bank. Zhao, Y., Xie, X. & Yang, L. Female entrepreneurs and equity crowdfunding: the consequential roles of lead investors and venture stages. <i>Int Entrep Manag J</i> 17, 1183–1211 (2021). https://doi.org/10.1007/s11365-020-00659-w.</p> |
| <p>#2: Apply for In-Country Grant Funding</p> <p>رقم 2: التقدم بطلب للحصول على منحة التمويل</p> | <p>Pros: جانب جيد</p> <ol style="list-style-type: none"> 1. It can be free to apply for grants يمكن أن يكون التقدم بطلب للحصول على منح مجانيًا 2. A grant does not have to be paid back, unlike a loan لا يجب سداد المنحة ، على عكس القرض <p>Cons: جانب سيء</p> <ol style="list-style-type: none"> 3. Applying for grants can be competitive يمكن أن يكون التقدم بطلب للحصول على منح تنافسية 4. Grant funding may be less than your total capital needs قد يكون تمويل المنح أقل من إجمالي احتياجات رأس المال الخاص بك 5. Grant applications can take a lot of time and energy قد تستغرق طلبات المنح الكثير من الوقت والطاقة <p>Examples: مثال</p> <ul style="list-style-type: none"> • Visa's She's Next Grant Campaign for Moroccan women entrepreneurs: https://ma.visamiddleeast.com/fr_MA/run-your-business/she-is-next-campaign.html?linkId=170273886 لرائدات الأعمال المغربيات Visa's She's Next Grant حملة • • The National Agency for the Promotion of Small and Medium-Sized Businesses (Morocco PME) الوكالة الوطنية للنهوض بالمؤسسات الصغيرة والمتوسطة tyg <p>Reference: لمرجعي Society for Nonprofits. (2022). <i>Pros and cons: Grants</i>. Grants - Pros and Cons Society for Nonprofits. Retrieved August 21, 2022, from https://www.snpo.org/funding/grants.php</p> |
| <p>#3 Apply for In-Country Microfinance Lending</p> | <p>Pros: جانب جيد</p> <ul style="list-style-type: none"> • If you have very low access to financial capital and need a smaller amount of money to make a difference for your organization, micro finance can be a good solution |

إذا كان لديك وصول منخفض للغاية إلى رأس المال المالي وتحتاج إلى مبلغ صغير من المال لإحداث فرق لمؤسستك ، يمكن أن يكون التمويل الأصغر حلاً جيداً

Cons: جانب سيء

- Money is a loan that you have to pay back to the lender
المال عبارة عن قرض يتعين عليك سداؤه للمقرض
- Your loan may include interest, which is extra money that you will have to pay
قد يتضمن قرضك فائدة ، وهي أموال إضافية يتعين عليك سداؤها
- The loan amounts may be small, which can be good for small projects, but not for large funding campaigns
- قد تكون مبالغ القروض صغيرة ، والتي يمكن أن تكون جيدة للمشاريع الصغيرة ، ولكن ليس لحملات التمويل الكبيرة

Examples: مثال

- Al Amana الأمانة: <http://www.alamana.org.ma/en>
- Largest micro lender in Morocco
أكبر مقرض صغير في المغرب
- Provide training, marketing support, in addition to lending
توفير التدريب والدعم التسويقي بالإضافة إلى الإقراض

Reference: لمرجعي

Khan, Z., Bahari, Z., & Mahnaz Hassan, S. (2014). SWOT Analysis of Contemporary Microfinance Impact Assessment Approaches. *Pakistan Journal of Social Sciences (PJSS)*, 34(2).