



Enhancing Morocco's capacity to engage global talent through digital tools, heritage, & institutional learning.

Overview

Main partner

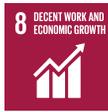
Conseil de la communauté marocaine à l'étranger (CCME) is an independent consultative body responsible for evaluating the government's public policies for Moroccans abroad ("marocains du monde" – MdM); defending the rights of Moroccan communities abroad within the framework of international law and the laws of the countries of residence; strengthening the links, particularly cultural, between Morocco and its diaspora and reinforcing their contribution to the development of Morocco.



Duration

18 months

Sustainable Development Goals



Project design

Context & needs

Morocco is a global leader in diaspora engagement and continues to expand its innovation in this field. Following the announcement by King Mohamed VI in November 2024 of new measures to strengthen the national approach, including institutional restructuring, the Conseil de la Communauté Marocaine à l'Étranger (CCME) has been positioned as the strategic coordinating body. This project aims to support CCME in advancing its leadership role by reviewing and strategising on priority themes such as heritage, memory, and talent mobilisation, whilst also developing staff skills.

General objective

To enhance CCME's capacity to better engage Moroccan talent worldwide through digital tools, heritage initiatives, and institutional learning.

Specific objectives

- To ascertain feasibility of a virtual museum on Moroccan migration and heritage.
- To analyse diaspora talent mobilisation policies and feasibility of a digital interface.
- To build CCME's digital capacities for diaspora engagement, data management, and monitoring.
- To strengthen peer exchange between Moroccan and peer institutions.

Target groups

- CCME staff
- Moroccan institutional stakeholders
- Secondary: Institutional peers from the region

Programme of activities

Activity 1

Feasibility study for a virtual museum

Activity 2

Policy analysis for mobilising Moroccan talent abroad & a digital interface

Activity 3

Digital technology & communication training

Activity 4

Coordination, MEL & institutional support

Activity 5

Validation, capitalisation & peer exchange

