

## Planet Finance partnership

**Sponsorship of 100 disadvantaged young people aimed at integrating them into the labor market and supporting argan cooperatives**



### Background to the partnership

At the end of 2006, Accor and Planet Finance signed a two-year partnership agreement for two different projects in Morocco.

#### *Integration of disadvantaged young people into working life*

The first project was designed to integrate 100 young people from deprived areas of Casablanca and Tangiers into the labor market, teaching them how to go into business for themselves or preparing them for employment.



These young people, all aged between 16 and 25, received personal careers advice and over a period of 18 months attended a three-part training course on:

1. Their rights and responsibilities as citizens
2. Life skills (employability and business awareness)
3. Knowledge of microcredit, information technology and microenterprise management.

#### *Support for argan oil cooperatives*

The second project was aimed at supporting the development of several women's cooperatives producing argan oil in the Essaouira region.

In total, four cooperatives were contacted by Planet Finance and Accor. These received support to:

1. Help protect the region's argan trees
2. Find out more about the social rights of women in cooperatives
3. Learn about information technology and marketing
4. Access new marketing networks
5. Use their argan oil production to diversify into ecotourism.



*Proposed label for the Tamounte cooperative*

*Proposed logo for Takniouine and Tifaouine cooperatives*



### Outlook

This partnership has allowed Accor to familiarize itself with local development projects, to support small producers and to put them in touch with the Group's buying departments so that other projects of this type may be launched in future.