جامعة Université
ابن طفيل Ibn Tofaïl
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2025

SDG8 REPORT

DECENT WORK AND ECONOMIC GROWTH

SUSTAINABLE DEVELOPMENT
IBN TOFAIL UNIVERSITY

SDG 8

Introduction

In 2025, Ibn Tofail University continued its resolute commitment to achieving the Sustainable Development Goals (SDGs), with particular emphasis on SDG 8, which aims to promote sustained, shared and sustainable economic growth, full and productive employment and decent work for all. The activities and actions undertaken during this year reflected our commitment to creating an academic and professional environment conducive to growth, innovation and shared prosperity. This report aims to highlight the significant initiatives taken by the university to contribute to the achievement of the SDG 8 goals.

8 DECENT WORK AND ECONOMIC GROWTH



THE GLOBAL GOALS

Assessment of the Year

KEY FIGURES

- **100% of employees on permanent contracts (CDI):** All **1322 university employees** are on permanent contracts, reflecting a commitment to job stability and employee well-being.
- **16,667 students have completed an internship of at least one month:** The university promotes professional experience and the development of practical skills by requiring a minimum one-month internship for its students.
- **18** actions & **4063** beneficiaries from activities related to students' integration
- **3385** IDMAJ contracts: **1411** terminated conctracts & **1974** non-terminated contracts
- **8 integration workshops** in partnership with ANAPEC
- Graduates' integration through TAHFIZ program: **57 Female & 43 Male**

Openness to the Job Market: Partnerships

In **2025**, Ibn Tofail University strengthened its relationships with renowned companies and various government institutions through strategic collaborations. These partnerships aim to promote innovation, enhance educational programs, and create an environment conducive to the academic and professional development of students.

By fostering interaction between academia and industry, the university seeks to bridge the gap between theory and practice while providing students with tangible opportunities to acquire skills aligned with the needs of the global labor market. These initiatives also reinforce the university's commitment to transforming Morocco's educational and economic landscape.

The Empowerment Center

The missions of the Empowerment Center are as follows:

- Provide services and support programs that enable graduates to develop their skills and find employment.
- Collaborate with businesses and organizations to facilitate the professional integration of UIT graduates.
- Help students and graduates define their career goals and develop a career plan.
- Organize employability training programs.
- Connect students and graduates with companies and organizations offering internships and jobs.
- Organize job fairs.

Politics

- Promote ethical working conditions that respect human rights for the entire university community.
- Uphold high ethical standards in our relationships with external providers, ensuring the respect of workers' rights, regardless of their status.
- Create an inclusive, respectful, and equitable working environment for all members of the university community.
- Monitor and measure pay-scale equity and gender pay gaps regularly to identify and address any gender-based disparities in remuneration, ensuring equal pay for work of equal value
- Promote continuous professional development.
- Encourage health and well-being in the workplace.
- Foster employee participation in decision-making.

Analysis of Salaries in Higher Education in Morocco in 2025

In **2025**, the higher education sector in Morocco continues to stand out within the public sector, offering one of the highest average net monthly salaries. Reaching **15,819** dirhams, it far exceeds the national average of **9,500** dirhams. This difference is significant and reflects not only the qualifications required for positions in this sector but also the importance of enhancing research and high-level education.

Salary Distribution: A Concentration at the Top

Unlike other public sectors, higher education is characterized by a majority of salaries in the upper range. Nearly 63.59% of employees in this sector earn more than **14,000** dirhams per month, with some receiving salaries exceeding **20,000** dirhams. This concentration of high salaries is rare within the public sector and indicates the emphasis placed on the attractiveness of academic and research positions.

Explanatory Factors: High Qualifications and Responsibilities

Salary levels in higher education are primarily explained by the required qualifications. University professors, researchers, and other academic professionals hold positions that require advanced degrees, often doctorates or post-doctoral work, and years of experience in research. These qualifications are directly linked to the need for a high level of expertise to contribute to the country's scientific and technological development.

Additionally, responsibilities related to research, scientific publication, and the supervision of academic work impose higher demands, resulting in more competitive salaries compared to other areas in the public sector.

Salary Data by Category: Executives, Supervisors, and Senior Staff

According to the finance bill's HR report, execution staff at scale 6 earn an average of **5,203** dirhams monthly. Supervisory staff (scales 7-9) average **6,512** dirhams, while senior/executive staff (scale 10+) earn 11,178 dirhams. Academic staff in higher education earn between 14,386 and 24,352 dirhams, making them among the highest-paid in the public sector.

State Policy on Pay Equity:

Established by the state in 1956, this policy eliminates gender-based pay disparities across all staff categories. Since 1989, our university has upheld this policy, ensuring equal pay for equal qualifications and responsibilities, reflecting our commitment to an inclusive and fair workplace.

STATUT DES ENSEIGNANTS-CHERCHEURS : NOUVELLES MESURES ET INDEMNITÉS

FONCTION PUBLIQUE : LE SALAIRE MENSUEL NET MOYEN À 9.500 DH EN 2025

Unions play

Unions play an essential role in higher education in Morocco, defending the rights of both research professors and administrative staff. Their main missions include:

Defense of Professional Rights and Interests:
Ensuring the protection of working conditions and combating discrimination within academic institutions.
Negotiation of Salaries and Benefits: Engaging in discussions with authorities to improve wages and social benefits, ensuring appropriate recognition of academic and administrative work.

Promotion of Academic Freedom:
Preserving the independence of research professors in their teaching and research activities, fostering an environment conducive to intellectual innovation.

Participation in Educational Policy Development:
Contributing to educational system reforms by providing expertise to guide public policy in higher education.

Training and Professional Development:
Organizing continuous training programs to strengthen the pedagogical, scientific, and administrative skills of staff.

Solidarity and Mutual Support:
Building a solidarity network that provides support in cases of professional conflict or hardship, promoting a culture of collaboration.

For instance, the National Union of Higher Education (SNESUP) is actively engaged in these areas, representing the interests of research professors and participating in discussions on sector reforms.

Regarding union recognition by our university, it fully recognizes unions for all staff members, regardless of gender or nationality. This recognition ensures that each employee, including women and international staff, has the right to affiliate with and participate in unions. This reflects the university's commitment to inclusion, equity, and respect for everyone's rights, fostering a work environment where all voices can be heard and represented.



Training programs

Accredited Training Programs under the Framework Agreement for the Implementation of the 10,000 Social Work Specialists Training Program

In the context of agreements signed by the supervisory ministry and various ministerial departments, in 2024-2025 academic year, Ibn Tofaïl University has launched several training programs across different academic cycles.

Etab	Cycle	Field Title	Enrolled
FSHS	Bachelor's	Inclusive Education for People with Disabilities	165
		Social Assistance	174
		Education and Social Integration	174
FSJP	Master's	Labor Law and Social Protection	44
		Human Rights and Public Policy	40

The aim is to provide the various ministries with the qualified human resources necessary for the development of priority projects launched at the national level. In accordance with the High Directions of His Majesty King Mohammed VI, may God Assist Him, to continue building a Morocco of progress and dignity with the participation of all, and as part of the implementation of the commitments of the Marrakech Declaration 2020 for the elimination of violence against women and girls, launched under the effective presidency of Her Royal Highness Princess Lalla Meryem on March 8, 2020, Ibn Tofaïl University has launched several programs under the agreement signed by the Ministry of Higher Education, Scientific Research and Innovation, and the Ministry of Solidarity, Social Development and the Family, aiming to train 10,000 specialists in social action.

Projects

Development of Alternating Training Programs between University and Industry

Within the framework, the development of alternating training programs at Moroccan universities aims to significantly contribute to improving graduates' employability by bridging the gap between the academic and professional worlds.

This new framework for alternating training aims to:
Integration of students into the professional world: Alternating training programs provide students with the opportunity to apply their theoretical knowledge in a real professional environment. This allows them to gain practical experience in the workplace and develop practical skills sought after by employers.

Reduction of the gap between education and employment: By allowing students to familiarize themselves with the requirements of the labor market during their university education, alternating training programs help reduce the gap between the skills acquired at university and those demanded by employers.
Enhancement of graduates' employability: Students who have undergone alternating training programs are often perceived as more employable due to their early professional experience. They are better prepared to enter the job market and can benefit from a professional network developed during their training.

Increase in business engagement: Alternating training programs encourage collaboration between universities and businesses, fostering a mutually beneficial exchange of knowledge and resources. Companies are often more inclined to participate in such programs when they recognize the benefits they derive from them.



Projects

Development of Alternating Training Programs between University and Industry

Promotion of entrepreneurship and innovation: Alternating training programs can also encourage entrepreneurship by allowing students to develop business management skills and connecting them with entrepreneurs and mentors in their field of study. This fosters innovation and the creation of new businesses.

As it is a first initiative at Ibn Tofail University in Kenitra, alternating training has been initiated at the EST with a professional bachelor's degree in "Insurance Techniques and Advice (ITA)" in partnership with AXA Assurance Rabat, and then in an "Industrial Quality (IQ)" DUT in partnership with HIRSCHMANN OTIVE Kenitra, with an annual enrollment of 28 students.

Degree Field	*Name*	*Partner*
Bachelor's Degree (LP)	**Insurancev Techniques and Advice (ITA)**	**AXA Assurance Rabat**
University Diploma of Technology (DUT)	**Industrial Quality (IQ)**	**HIRSCHMANN AUTOMOTIVE Kenitra**

Projects

Sustainable biomass conversion into bioenergy through pyrolysis (PyroBioFuel)

Moroccan Coordinator: Prof. Hassan El Bari – Ibn Tofail University

Description of the project:
Fast pyrolysis optimisation, development of processes to convert pyrolysis' products to fuels, and model-based decision-making tools to support process development and performance validation are representing the main objectives of the project. This will be achieved through robust pyrolysis technologies delivering constant product quality, and unique catalytic units based on integrated Fischer-Tropsch synthesis (FTS) and hydrocracking reactor (HCR) microreactors (MCRs) that can be flexibly implemented for compact and efficient biofuel processing. The programme involves 5 working packages (WPs) integrated together to enhance the biomass to fuel conversion pathway using novel conversion technologies and innovative digital tools. PyroBioFuel will utilise waste biomass as feedstock for the pyrolysis process (e.g., date palm waste, cotton stalks, maize straw, olive wastes).

Funding Organism: Ministery of Higher Education and Innovation

Project Impacts:
Biomass pyrolysis projects, on the micro level promotes women-led small investments, job creation and rural communities' development.
The social impact assessment will include the evaluation of all impacts on humans and on all the ways in which people and communities interact with their
surroundings, focusing on benefits to women empowerment and gender equality.
PyroBioFuel will validate new biomass conversion technologies. The modular nature of the technologies will reduce capital cost and allow their scalability for small, decentralized units, easy to implement in off-grid rural and remote areas.
socio-cultural, economic, and biophysical



Events

From A to Z: Internship and Employment in the Digital Era in Morocco

On **September 22, 2024,** the Foreign Students Club of ENCG-Kenitra organized a remarkable event titled "Masterclass Employment Morocco". This online session, held via Google Meet at 7:00 PM, served as an invaluable resource for students and young professionals navigating the complexities of employment and internships in Morocco, particularly in the context of the ever-evolving digital era. However, it is important to emphasize that the initiative's success was not solely due to the efforts of the organizing club but also to the spirit of collective action that inspired the event. It was a powerful demonstration of how collaboration, shared knowledge, and solidarity can positively impact individuals and society at large.

The theme of the masterclass, "From A to Z: Internship and Employment in the Digital Era in Morocco," resonated deeply with attendees, as it addressed the challenges and opportunities in today's job market. Through a thoughtfully curated program, the event aimed to empower participants by providing them with practical tools and strategies to succeed professionally. The topics covered were diverse and targeted, reflecting the multifaceted nature of career development in the modern age:

- How to effectively search for jobs and research companies.
- The distinction between foreign employment contracts and Anapec contracts, which is particularly relevant in a competitive and globalized job market.
- Understanding residence permits for various categories such as students, workers, and self-employed individuals—a crucial issue for foreign students and expatriates.
- Leveraging LinkedIn as a professional platform for networking and career advancement.
- Crafting a professional CV that stands out to recruiters.
- Highlighting extracurricular experiences to showcase a well-rounded profile.
- Writing impactful cover letters that convey passion and suitability for roles.
- Preparing for job interviews with confidence and professionalism.
- Salary negotiation techniques to ensure fair compensation.
- Building and managing professional relationships with supervisors, colleagues, and employees—essential skills for workplace success.

The masterclass was led by Waldymir LIMA, co-founder of DIGITALIMA, who brought his expertise and insights to the session. Through his engaging delivery and practical advice, he provided participants with a roadmap to navigate the Moroccan job market. His presence underscored the importance of mentorship and the sharing of knowledge, further highlighting the collective nature of this initiative.



Events

Hack@UIT 2024: Fostering Entrepreneurship and Innovation at Ibn Tofail University

From **July 1 to July 4, 2024**, Ibn Tofail University hosted Hack@UIT, an engaging hackathon held at the University Library's Code 212 Space. This initiative aimed to inspire entrepreneurship and promote innovation among students. The event provided a platform for participants to develop creative and practical solutions to real-world challenges, offering them the chance to collaborate with experts and hone essential skills for project execution. Participants showcased their innovative projects to a jury of professionals, academics, and entrepreneurs, with top ideas receiving awards for their originality and impact.

Participation was open to teams of up to three students from Ibn Tofail University, and the projects had to be original and non-awarded entries. Teams competed in categories such as Entrepreneurship, Innovation, Eco-friendly Solutions, and Digital Technologies. Selected projects benefited from three days of intensive coaching and mentorship. Entrants submitted a two-minute video presentation outlining their project's concept, objectives, benefits, and added value. Projects were judged based on their idea, value proposition, technical and financial feasibility, team composition, video quality, and persuasive potential.

All shortlisted participants who attended the three-day Hackathon received participation certificates, celebrating their effort and dedication. The event also featured a competitive edge, with a total prize pool of 40,000 dirhams. Each category's best project was awarded a prize of 10,000 dirhams, recognizing innovative solutions that stood out for their creativity and feasibility.
Hack@UIT underscored Ibn Tofail University's commitment to fostering a culture of innovation and entrepreneurship. By bridging the gap between theory and practice, the event equipped students with practical experience and confidence to address contemporary challenges creatively, reinforcing the university's role as a hub for transformative ideas.



Events

Democratizing AI and Programming: Ibn Tofail University Graduates First Cohort of 360 Students

On **December 29, 2024**, Ibn Tofail University marked a significant milestone in advancing education and fostering inclusivity in technology. The institution proudly graduated its first cohort of 360 students from its pioneering program dedicated to democratizing artificial intelligence (AI) and programming. This achievement aligns with several United Nations Sustainable Development Goals, including Quality Education, Decent Work and Economic Growth, Industry, Innovation, and Infrastructure, Reduced Inequalities, and Partnerships for the Goals.

The program at Ibn Tofail University was designed to break down barriers to entry in the fields of AI and programming, ensuring that students from diverse socio-economic backgrounds have access to cutting-edge technology education. By focusing on practical skills and real-world applications, the curriculum equips graduates with the tools to compete in a rapidly evolving global job market.

A Focus on Sustainable Development

The program's alignment with the Sustainable Development Goals underscores its broader impact:

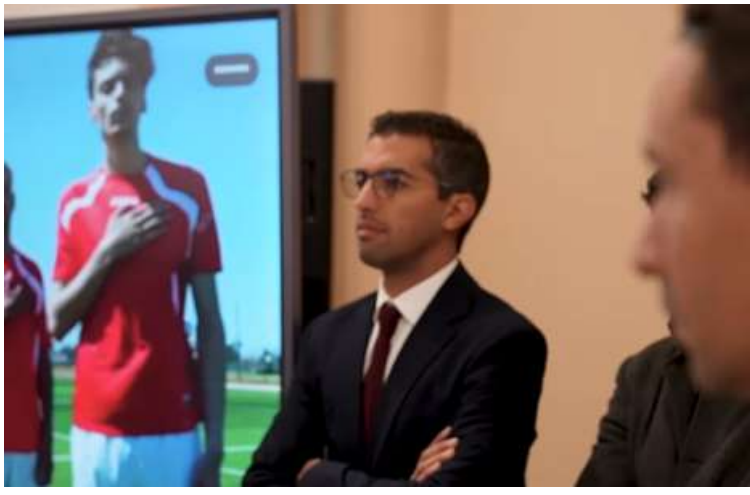
- Quality Education: By providing inclusive and equitable access to high-quality education, the program ensures lifelong learning opportunities for all.
- Decent Work and Economic Growth: Graduates are poised to contribute to economic growth through their advanced technical skills, driving innovation and productivity.
- Industry, Innovation, and Infrastructure: The curriculum emphasizes building infrastructure for sustainable industrialization and fostering technological advancement.
- Reduced Inequalities: By targeting underrepresented groups in tech, the program works to reduce disparities in education and employment opportunities.
- Partnerships for the Goals: Collaboration with industry leaders, governmental bodies, and international organizations was integral to the program's success.

Inspiring Future Leaders

The graduates of this program are not just equipped with technical knowledge; they are empowered to become leaders and innovators in their communities. Many students have already secured internships and job offers with leading tech firms, while others are launching entrepreneurial ventures aimed at solving local challenges using AI and programming.

This landmark event not only reflects the success of a single institution but also serves as a blueprint for how education can drive social and economic transformation. Through initiatives like these, the vision of democratizing AI and programming is becoming a reality, paving the way for a more inclusive and innovative future.





Events

Workshop for Master Students in Digital Marketing

Partners : UIT – SNRT

In an inspiring step toward academic collaboration and youth empowerment, the National Broadcasting and Television Company (SNRT) teamed up with Ibn Tofail University to deliver an immersive workshop for students enrolled in the university's Modern Media and Digital Photography Program. This event provided participants with invaluable, hands-on experience to bridge the gap between classroom learning and real-world media industry demands.

Bridging Academia and the Media World
This interactive workshop combined practical training with real-world insights, offering students the chance to :

- **Master TV Report Creation**: From concept development to execution, participants honed their skills in crafting professional-grade television reports.
- **Capture Cultural Narratives** : The session explored the art of covering cultural activities, empowering students to create compelling stories that celebrate heritage and identity.
- **Engage with Industry Experts** : Students interacted with seasoned media professionals, fostering a spirit of collaboration and mentorship while gaining first-hand knowledge of the industry's challenges and opportunities.

This initiative reinforced the shared commitment of academia and the media industry to prepare the next generation of professionals with the skills and confidence needed to excel.

Inspiring Professional Growth and Integrity
Mr. Mohamed Tahzima, Communication Officer at SNRT, highlighted the transformative impact of the workshop. "This is more than just a training session; it's a platform that bridges theoretical knowledge with practical expertise," he remarked. "By immersing students in the real-world aspects of media production, we're preparing them to thrive in a dynamic and demanding industry."

Building a Better Future
The workshop left a lasting impression on its participants, equipping them with not only technical expertise but also a renewed sense of purpose and direction. Through this collaboration, SNRT and Ibn Tofail University demonstrated the immense potential of partnerships in shaping a brighter, more sustainable future for the media industry and its next generation of leaders.





Events

The Second Edition of the International Symposium on Public Finance and Accountability: Monitoring and Accountability in the Era of Digitalization

Partners : IMS – FSJ – FEG – LEMO – FCMEF – INPPLC

The second edition of the International Forum on Public Finance and Accountability took place on Thursday and Friday, November 7th and 8th, at the university theater of Ibn Tofail University, focused on the theme "Monitoring and Accountability in the Digital Age."
Under the direct supervision of the President of Ibn Tofail University, together with the academic, administrative, and technical staff of the university did not hesitate to provide all the necessary conditions to ensure the success of the international symposium.
The event was organized by three institutions affiliated with Ibn Tofail University in Kenitra—the Institute of Sports Professions (IMS), the Faculty of Legal and Political Sciences (FSJ), the Faculty of Economics and Management (FEG), in collaboration with the Forum of Researchers at the Ministry of Economy and Finance (FCMEF), and other partners from INPPLC and LEMO attracted significant participation. Among the attendees were prominent academic figures, government officials, professors, doctors from various universities, and members of the Forum of Researchers at the Ministry of Economy and Finance.
The success of the symposium is attributed to the remarkable efforts of Mr. Fouad Oued, a professor at the Institute of Sports Professions. Equal recognition is due to all committee members who participated during the two days in overseeing the opening ceremony, scientific sessions, and training workshops, with special acknowledgment to the distinguished professors from the Institute of Sports Professions and the Faculty of Economics and Management. Also, students from the Faculty of Economics and Management and the Faculty of Sports Professions, who monitored every detail over the two days and oversaw all technical and logistical matters meticulously and excellently.
The president of the university, along with the academic and administrative staff, is actively seeking opportunities in various fields, including events such as this one on public finance and accountability, to enhance the university's esteemed position on both national and international levels.

Events

Ibn Tofail University Signs Partnership Agreement with MTA Automotive Solutions to Advance Automotive Industry Research

On **October 1, 2024,** Ibn Tofail University in Morocco announced the signing of a significant partnership agreement with MTA Automotive Solutions, a leading company in the automotive technology sector. This collaboration marks a major step forward in fostering innovation and advancing scientific research in the field of automotive manufacturing.

The agreement aims to strengthen the ties between academia and industry, leveraging the expertise and resources of both institutions to address emerging challenges in the automotive sector. By combining the advanced technological capabilities of MTA Automotive Solutions with the academic and research excellence of Ibn Tofail University, this partnership is poised to contribute significantly to the development of cutting-edge automotive technologies.
Under the terms of the agreement, the two entities will collaborate on various initiatives, including:

- ***Joint Research Projects:*** Teams of researchers and engineers from both sides will work on projects focusing on sustainable and smart automotive solutions.
- ***Training and Skill Development:*** Students and faculty members will benefit from specialized training programs, internships, and workshops designed to enhance their knowledge and skills in automotive technology.
- ***Technology Transfer:*** MTA Automotive Solutions will facilitate the transfer of state-of-the-art technologies and methodologies to the university, enabling researchers to stay at the forefront of industry advancements.
- ***Innovation Hubs:*** The partnership envisions establishing innovation hubs and research centers on campus to promote interdisciplinary collaboration and entrepreneurship in automotive engineering.

This agreement reflects Ibn Tofail University's commitment to aligning its educational and research activities with the needs of the industrial sector, thereby enhancing the employability of its graduates and supporting the national economy. Similarly, MTA Automotive Solutions is reinforcing its role as a key player in the global automotive industry by investing in research and development collaborations that push the boundaries of innovation.
Speaking at the signing ceremony, the university's president expressed enthusiasm for the partnership, stating, "This collaboration is a testament to our dedication to advancing research and fostering innovation. By working hand-in-hand with MTA Automotive Solutions, we aim to produce impactful results that benefit both academia and industry."

Events

UITJOBFAIR: Forging New Collaborations to Empower Student Success

The much-anticipated UITJOBFAIR 2024 is set to take place on **December 5, 2024**, and promises to be a game-changer for students and recent graduates. The event, which has already gained significant traction, is amplifying its impact this year through the announcement of several strategic partnerships with leading companies and organizations, including CGEM and other industry leaders. These collaborations aim to create valuable opportunities for students, bridging the often daunting gap between academic knowledge and professional skills.

Strategic Partnerships: A Leap Forward

UITJOBFAIR's partnership with CGEM (Confédération Générale des Entreprises du Maroc) underscores its commitment to fostering industry-academia synergy. This collaboration will facilitate access to internships, mentorship programs, and direct recruitment opportunities for students, providing them with a platform to gain real-world experience and insights into the professional landscape.

In addition to CGEM, UITJOBFAIR has joined hands with several other prominent organizations across various industries, including technology, finance, healthcare, and manufacturing. These partnerships are meticulously curated to address the diverse aspirations of students and align with evolving market demands.

Bridging the Skills Gap

One of the primary objectives of UITJOBFAIR 2024 is to bridge the skills gap that often hinders the transition from academia to the professional world. By collaborating with industry leaders, the event will offer tailored workshops, panel discussions, and hands-on training sessions to equip students with the competencies required in today's dynamic job market. Topics such as digital transformation, leadership, and innovation will take center stage, ensuring participants leave with actionable insights and enhanced employability.

A Hub for Networking and Growth

UITJOBFAIR is more than just a recruitment event; it's a hub for networking, collaboration, and growth. The event will feature interactive booths, one-on-one career counseling sessions, and live demonstrations of cutting-edge technologies. Attendees will have the chance to interact directly with recruiters, industry experts, and alumni who have successfully transitioned into their careers. These interactions are invaluable in building connections and gaining a deeper understanding of industry expectations.

Events

President of Ibn Tofail University Welcomes ANAPEC Director General During the Launch of the University Employment Caravan

The President of Ibn Tofail University recently hosted the Director General of the National Agency for Employment and Skills Promotion (ANAPEC) during the official launch of the University Employment Caravan. The initiative, held under the theme "Closer to Students for Successful Integration," aims to bridge the gap between academic training and the job market, fostering smoother transitions for graduates into professional life.

A Strategic Collaboration

The University Employment Caravan is a cornerstone of the collaboration between Ibn Tofail University and ANAPEC. It is designed to equip students with the tools, knowledge, and networks needed to successfully integrate into the workforce. By bringing together students, academic staff, and employment experts, the event provides a platform for dialogue, guidance, and skill development tailored to the needs of young job seekers.

During the launch, the President of Ibn Tofail University emphasized the institution's commitment to preparing students for the dynamic demands of the labor market. "This partnership reflects our dedication to ensuring our graduates are equipped with the skills and opportunities they need to thrive in their professional journeys," he stated.

The Director General of ANAPEC echoed these sentiments, highlighting the importance of initiatives like the University Employment Caravan in addressing youth unemployment. She noted that the program's outreach to students during their academic careers is critical for building a proactive and prepared workforce.

The Caravan features a series of workshops, seminars, and personalized counseling sessions. These activities focus on career planning, resume building, interview techniques, and understanding market trends. Participants also have the opportunity to meet with employers and recruitment specialists, gaining valuable insights into potential career paths.

Events

ENCG Ibn Tofail University Graduates "Association (ALEK)"

Event: September 25, 2024

The École Nationale de Commerce et de Gestion (ENCG) Kenitra has taken a significant step forward with the creation of the Association of ENCG Kenitra Alumni (ALEK). This initiative marks the beginning of a new era, designed to enhance the bonds between alumni and current students while celebrating the institution's enduring legacy of excellence.

ALEK aims to foster connections among alumni across various industries and geographic locations. By creating a robust professional network, members can leverage these relationships for career advancement, mentorship opportunities, and collaborations. This network serves as a springboard for both seasoned professionals and fresh graduates alike.

ALEK takes pride in highlighting the accomplishments of its alumni, showcasing their success stories, and underscoring the quality of education at ENCG Kenitra. These achievements are a testament to the institution's impact and reinforce its reputation as a center of academic and professional excellence.

The establishment of ALEK represents a dynamic platform where alumni can stay connected, collaborate, and contribute to the ongoing success of the ENCG Kenitra community. It bridges the gap between generations of graduates and current students, fostering a sense of belonging and shared purpose.



Events

ENCG Kenitra's Presentation of Student Clubs: A Gateway to Opportunity and Growth

Event: September 30th, 2024

On the evening of Monday, September 30th, 2024, at precisely 6:00 PM, the Red Auditorium at ENCG Kenitra came alive with enthusiasm and energy as students gathered for the much-anticipated presentation of student clubs. This annual event served as a vibrant introduction to the wealth of extracurricular opportunities awaiting newcomers, setting the stage for their holistic development beyond academics.

The presentation featured a wide array of student clubs, each representing a unique area of interest and focus. These clubs, deeply embedded in the culture of ENCG Kenitra, play a pivotal role in shaping the student experience.

Each club took center stage to present its vision, values, and mission, passionately highlighting how they contribute to student growth and campus life. The diversity of their offerings ensured that every student could find a club that aligned with their passions, ambitions, or curiosity.



Events

Ibn Tofail University and the National School of Applied Sciences Sign Partnership Agreement with SAFRAN

Event : 23 December, 2024

On December 23, 2024, Ibn Tofail University and the National School of Applied Sciences (ENSA) in Kenitra announced the signing of a strategic partnership agreement with SAFRAN, a global leader in high-technology industries. This collaboration aims to strengthen cooperation in engineering education and scientific research, fostering innovation and professional excellence.

The agreement focuses on enhancing the training of engineering students by integrating industry-specific expertise into the curriculum. Through this partnership, students will gain access to specialized training programs, workshops, and internships designed to align academic knowledge with the practical demands of the high-tech sector.

In addition to academic training, the collaboration prioritizes advancements in scientific research. Joint research initiatives between the university, ENSA, and SAFRAN will address cutting-edge challenges in engineering and technology, promoting innovation and contributing to the development of sustainable solutions for the industry.

Events

"The Butterfly Effect'' of Hult Prize at Ibn Tofail University

On October 24, 2024, the University Theater at Ibn Tofail University witnessed an extraordinary gathering that celebrated the transformative power of social entrepreneurship. The event, organized by the Hult Prize Ibn Tofail University, embodied the theme "The Butterfly Effect," highlighting how small actions, when aligned with a vision for positive change, can ripple outwards to create significant and lasting impacts.



This remarkable occasion brought together students, faculty, and guest speakers for an inspiring exchange of ideas, success stories, and reflections. Though the initiative itself was not organized solely by the Hult Prize team, their role in facilitating the event showcased the collective spirit of collaboration, a cornerstone of initiatives that drive sustainable development, strengthen communities, and uplift society as a whole.

The choice of the theme, "The Butterfly Effect," was particularly poignant. It underscored the idea that even seemingly small efforts can lead to profound changes over time, particularly in the realm of social entrepreneurship. The event was a celebration of this principle, offering participants a space to explore how individuals and communities can harness their potential to address societal challenges, inspire innovation, and foster solidarity.



Events

Empowering Future Experts: The 2025 International Financial Security Olympiad

On March 21, 2025, students from diverse academic backgrounds law, economics, mathematics, international relations, and financial security were invited to take part in the International Financial Security Olympiad 2025, a globally recognized competition aimed at fostering young talent in the field of financial security.

The Olympiad provided a remarkable opportunity for participants to test their knowledge, engage in real-world problem-solving, and connect with peers and experts from around the world. Open to university students, the event emphasized both academic excellence and practical insight into the complex world of financial systems and risk management.



Participation was entirely free of charge, encouraging widespread engagement. Finalists benefited from exclusive discounts and were offered access to competitive internship opportunities, adding immense value to their academic and professional journeys.

The competition took place in multiple phases. The invitation stage, conducted online, remained open until March 23, 2025. This was followed by the elimination rounds, held from March 31 to April 15, 2025. The qualification phase occurred between August 1 and August 29, 2025, and saw top performers advancing to the final round.

The grand finale was held in Krasnoyarsk, Russia, from September 28 to October 3, 2025. Finalists were welcomed with fully covered accommodation, transport, and meals, allowing them to focus entirely on the competition and networking opportunities.

The 2025 edition of the Olympiad was a resounding success, not only in the number of participants but also in the quality of dialogue it sparked around financial safety and cooperation across borders. It stood out as a unique educational experience that blended competition with global citizenship.

By celebrating academic excellence and fostering international collaboration, the Olympiad marked a significant milestone in empowering the next generation of leaders in financial security.

Events

Morocco Youth Awards 2025, 2nd edition: Talent for Impact

Ibn Tofail University is deeply committed to empowering young people by providing them with diverse opportunities to showcase their talents and creativity. Through initiatives such as competitions, cultural events, innovation challenges, and academic forums, the university fosters an environment where students are encouraged to express their ideas, develop their skills, and contribute meaningfully to society. By nurturing potential and supporting ambition, Ibn Tofail University plays a vital role in shaping the next generation of leaders, thinkers, and changemakers.

Ibn Tofail University is proud to organize the second edition of the 'Morocco Youth Awards', a national event dedicated to celebrating and promoting the creativity and potential of young people. This initiative offers students a unique platform to showcase their talents, innovative ideas, and social engagement. By participating, students not only gain recognition for their work but also have the opportunity to make a meaningful impact on a national scale. The event reflects the university's ongoing commitment to youth empowerment and its role in shaping a dynamic and forward-thinking generation.



This event is an open invitation for students of Ibn Tofail University to take part and demonstrate their creativity, innovation, and active engagement. It serves as a valuable opportunity for young talents to step forward, share their ideas, and contribute to a larger national conversation. To facilitate participation, the university has provided a registration link: www.jeunesse.ma. By joining this initiative, students not only represent their university but also have the chance to leave a lasting impact through their contributions.

In conclusion, the Morocco Youth Awards is more than just a competition, it is a powerful platform for students to express their talents, drive positive change, and contribute to national development. By participating, young people take a meaningful step toward shaping a brighter, more inclusive, and sustainable future for Morocco.

Events

Creativity in Focus: A Forum on Documentary Cinema and Digital Content

In a vibrant celebration of storytelling, innovation, and visual expression, the Forum of Creativity in Documentary Cinema and Digital Content brought together filmmakers, digital creators, journalists, and students for an inspiring gathering of minds and ideas. The event offered a dynamic platform to showcase emerging talents, foster creative dialogue, and explore the evolving landscape of documentary filmmaking and digital media.

Held under the theme of "Documenting Reality, Shaping Perspectives", the forum featured a diverse program of activities aimed at highlighting the power of documentaries and the role of digital content in modern communication.

One of the forum's main attractions was the screening of graduation projects produced by students of media and film programs. These films touched on a range of pressing social, cultural, and environmental topics, showcasing the depth and creativity of the next generation of storytellers. In addition, the program included special documentary screenings curated to inspire reflection and discussion among participants and viewers.

The forum served as a meaningful space to bridge academic learning with professional practice. By bringing together students, educators, industry professionals, and media enthusiasts, the event highlighted the importance of practical experience and mentorship in nurturing future talents in the documentary and digital content fields.

The Forum of Creativity in Documentary Cinema and Digital Content reaffirmed the role of creative media in shaping public awareness and cultural understanding. With its blend of visual showcases, expert insights, and community engagement, the event was a successful step toward building a vibrant, thoughtful, and forward-looking media ecosystem.





Events

Employability-Focused Training Workshops Organized in Partnership with ANAPEC

IPartners: ANAPEC – Ibn Tofail University
Event: 4 – 5 – 7 November 2025

As part of its commitment to supporting student employability and facilitating professional integration, Ibn Tofail University, in partnership with the National Agency for the Promotion of Employment and Skills (ANAPEC), continued its series of free training workshops aimed at strengthening students' access to the labor market.

The program of this workshop series included three complementary sessions. On Tuesday, November 4, an initial workshop was dedicated to CV and cover letter writing, enabling participants to effectively highlight their academic background and professional competencies. On Wednesday, November 5, a second workshop addressed job interview preparation, including simulated interviews aimed at strengthening participants' communication skills and self-confidence. The final workshop, held on Friday, November 7, focused on entrepreneurship, raising awareness of project creation opportunities and fostering an entrepreneurial mindset.

Through this initiative, Ibn Tofail University reaffirmed its role as a socially responsible institution, committed to aligning academic training with national priorities and global development agendas while supporting the professional integration of its students.



Events

Empowering Students Through Skills and Entrepreneurship: Ibn Tofail University collaborative Workshops

Ibn Tofail University conducted a series of professional development workshops, introducing three new topics with the participation of experts and new partners. The initiative reinforced the university's commitment to enhancing students' skills and providing practical knowledge relevant to today's professional environment.

On Tuesday, November 11, participants attended the workshop "Self-Employment through Cooperatives", organized by the Office for Cooperative Development. Wednesday, November 12, featured "Steer Your Career", led by Injaz Morocco, which provided students with actionable strategies for career planning. On Thursday, November 13, the workshop "How to Become a Self-Employed Entrepreneur: Essential Steps for Success", organized by Dar Al-Mouakil, guided participants through the fundamentals of entrepreneurship.

Each workshop culminated in the awarding of certificates of completion, highlighting the tangible benefits for attendees. By combining expert guidance, practical tools, and structured learning, these workshops empowered students, promoted entrepreneurial thinking, and strengthened employability, reflecting the university's proactive role in preparing graduates for the challenges of the modern workforce.





Events

Empowering the Next Generation of Digital Talent: Ibn Tofail University Completes the "Coding Discovery" Certified Training Program

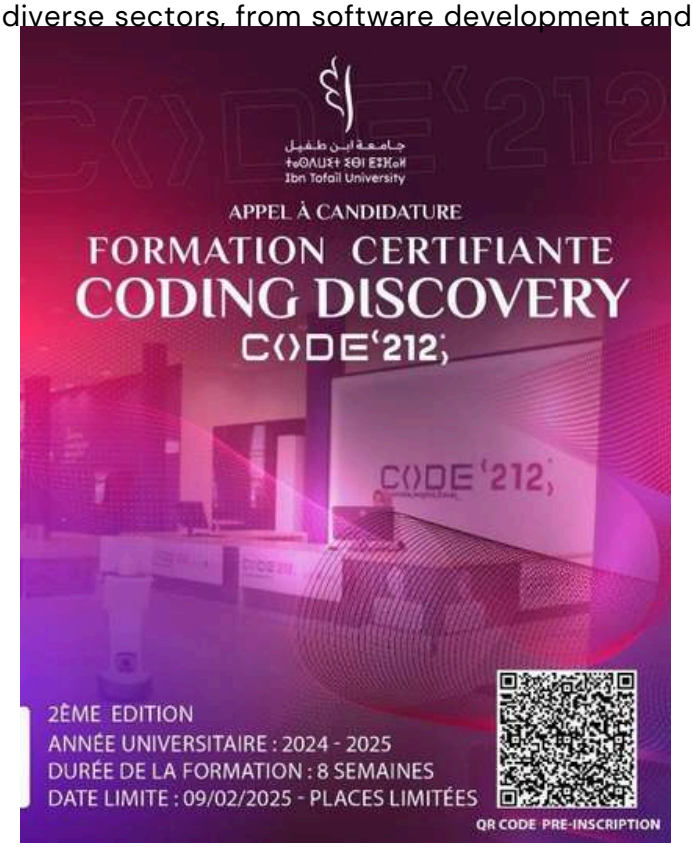
Date: 9/02/2025

In response to the growing need for digital competencies in today's innovation-driven world, Ibn Tofail University successfully concluded the Coding Discovery certified training program, an initiative aimed at preparing students for the evolving demands of the tech industry and artificial intelligence.

Developed and delivered by Code212, the university's digital training and innovation center, the program provided students with hands-on instruction in Python programming and prompt engineering, two key skills at the heart of emerging digital professions. Open to learners from all academic backgrounds, the course fostered accessibility and inclusivity, reflecting the university's commitment to democratizing digital learning.

As a key player in the university's innovation strategy, Code212 served as a catalyst for digital empowerment. By offering accessible, future-proof training opportunities, the center played a critical role in helping students bridge the gap between academic learning and the demands of an increasingly digital labor market.

Participants who completed the program received an official certification, enhancing their academic and professional portfolios. This recognition significantly boosted their employability, equipping them with valuable skills applicable across diverse sectors, from software development and AI to business, education, and environmental science.



Events

Enhancing Student Employability Through Thematic Training Workshops

Partners: Faculty of Human and Social Sciences – Office of Cooperative Development – INJAZ Al Maghrib
Event: 3 – 5 November 2025
As part of its ongoing strategy to strengthen student employability and support professional integration, the Faculty of Human and Social Sciences at Ibn Tofail university continued its series of specialized training workshops this week, in collaboration with new institutional and associative partners. These initiatives reflected a proactive approach aimed at equipping students with transversal skills and practical tools to better navigate the labor market.
The first workshop, held on Monday, November 3, 2025, focused on "Self-Employment Through Cooperatives." Organized in partnership with the Office of Cooperative Development (ODCO), this session highlighted the cooperative model as a viable pathway for entrepreneurship, income generation, and sustainable socio-economic development. Participants were introduced to the opportunities offered by the social and solidarity economy, as well as to mechanisms for the creation, structuring, and support of cooperatives.
The second workshop took place on Wednesday, November 5, 2025, under the theme "Orient Your Professional Path," in partnership with INJAZ Al Maghrib. This training aimed to support students in identifying their skills, clarifying their professional aspirations, and developing a coherent and realistic career plan. Through interactive discussions and practical activities, participants were guided in a structured reflection on their academic and professional futures.
Through these initiatives, the Faculty reaffirmed its commitment to an open and engaged university model, fostering autonomy, initiative, and employability among students, while aligning its actions with sustainable development goals and national priorities for youth employment and entrepreneurship.



Events

From Academic Training to Professional Integration: Enhancing Graduate Employability at Ibn Tofail University

Event: 28 – 30 October, 2025

The organization of professional preparation workshops at Ibn Tofail University reflects a growing institutional commitment to enhancing graduate employability and strengthening the link between higher education and the labor market. In a context characterized by rapid economic transformation and increasing competition for employment, universities are expected not only to provide academic knowledge but also to equip students with practical and transferable skills that facilitate their professional integration.

Held at the Faculty of Humanities and Social Sciences (FSHS) in partnership with the National Agency for the Promotion of Employment and Skills (ANAPEC), these workshops address key stages of the job-seeking process. The program includes training on writing an effective curriculum vitae and cover letter, preparing for job interviews through simulations, and introducing students to the fundamentals of entrepreneurship. By combining theoretical guidance with practical exercises, the sessions aim to improve students' self-presentation, communication abilities, and understanding of professional expectations.

The collaboration between the university and ANAPEC illustrates the importance of multi-stakeholder partnerships in responding to employment challenges. Such cooperation allows students to benefit from the expertise of labor market professionals and to gain insights into current recruitment practices. Moreover, the provision of a training certificate at the end of the program contributes to recognizing students' engagement and enhancing their professional profiles.

From a broader perspective, this initiative is closely aligned with the United Nations Sustainable Development Goals, particularly Quality Education and Decent Work and Economic Growth. By promoting skills development, lifelong learning opportunities, and youth employability, the workshops support inclusive and equitable education while facilitating access to decent work. In this sense, the event represents a concrete contribution to sustainable development by empowering students to actively participate in economic growth and by reinforcing the social responsibility of higher education institutions.



Events

Highlights from the Huawei ICT Competition 2025-2026 Workshop

Event : 20 November 2025

The integration of the Huawei ICT Competition within the Code 212 Center creates a powerful synergy that advances the United Nations Sustainable Development Goals, particularly in the realm of social and economic development. By providing students with high-level technical certifications and direct career pathways, the initiative acts as a catalyst for SDG Quality Education and Decent Work and Economic Growth, effectively bridging the gap between theoretical academic knowledge and the practical demands of the global labor market. Furthermore, this strategic alliance embodies Partnerships for the Goals, demonstrating how public-private cooperation can accelerate digital transformation and foster the resilient infrastructure envisioned in Industry, Innovation, and Infrastructure. Ultimately, by empowering Moroccan youth with cutting-edge skills in AI, Cloud, and Big Data, Ibn Tofail University is not only enhancing individual employability but also contributing to the national and global transition toward a sustainable, knowledge-based econom.



Events

Ibn Tofail University Hosted "100% Recruitment Day" with Concentrix to Boost Career Opportunities for Students

Event : February 25, 2025

As part of its ongoing commitment to student employability and professional integration, Ibn Tofail University hosted a 100% Recruitment Day in collaboration with Concentrix, a global leader in customer experience solutions. The event took place at the Code 212 space, inside the University Library, and welcomed students and recent graduates eager to explore new career opportunities.

Starting at 10:00 AM, participants were offered a unique opportunity to meet with HR representatives from Concentrix Morocco, learn about full-time and part-time job openings, submit their resumes and undergo on-the-spot interviews and gain insights into the company's recruitment process, workplace culture, and growth paths.

This initiative was part of the university's broader mission to empower students professionally, offering them not only academic training but also the tools and connections needed to succeed in a competitive job market. The collaboration with Concentrix reflected shared values of youth development, inclusion, and workforce innovation.



Events

Ibn Tofail University Launches a Series of Professional Development Workshops in Partnership with ANAPEC

Event : October 14–16, 2025

As part of its commitment to enhancing students' employability and strengthening their readiness for the labor market, Ibn Tofail University, in partnership with the National Agency for the Promotion of Employment and Skills (ANAPEC), organized a series of free professional training workshops from October 14 to 16, 2025. This initiative reflects the university's continued efforts to provide students with practical tools that complement their academic learning and prepare them for successful career paths.

The program included three targeted workshops addressing key components of professional integration. On Tuesday, October 14 participants attended a session on "CV and Cover Letter Writing," designed to equip students with the essential skills to present their profiles effectively. The workshop on Wednesday, October 15, focused on "Job Interview Preparation and Simulation," offering hands-on guidance and mock interviews to help students navigate recruitment processes with confidence. The series concluded on Thursday, October 16, with a workshop dedicated to "Entrepreneurship," encouraging students to explore innovative project ideas and develop an entrepreneurial mindset.



Events

Ibn Tofail University Launches be Skilled Project to Enhance Soft Skills in Higher Education

Ibn Tofail University has officially launched the BeSkilled project, an Erasmus+ Capacity Building in Higher Education (CBHE) initiative aimed at integrating soft skills into Moroccan university curricula. This project seeks to bolster academic excellence and improve the employability of graduates by embedding transversal competencies into higher education programs.

The BeSkilled project focuses on developing key soft skills such as communication, teamwork, problem-solving, and adaptability. These competencies are increasingly recognized as vital for success in the modern workforce and are essential complements to technical knowledge. By incorporating these skills into academic programs, the project aims to produce well-rounded graduates who are better prepared to meet the demands of today's dynamic job market.

The BeSkilled project aligns with Morocco's ongoing educational reforms, particularly the PACTE ESRI 2030 strategy, which emphasizes the importance of transversal competencies in higher education. By supporting the development of soft skills, the project contributes to the national goal of enhancing the quality and relevance of university education.

Furthermore, the project's focus on employability addresses the pressing need to bridge the gap between academic training and labor market requirements, ensuring that graduates possess the skills necessary to thrive in their careers.



Events

Ibn Tofail University Organizes Three Training Workshops in Partnership with Key National Institutions

Event : 18 October 2025

In partnership with the Cooperative Development Office, Dar Al Moukawil, and Injaz Al-Maghrib, Empowerment Center, Ibn Tofail University organized a series of three training workshops at the Faculty of Economics and Management. These workshops aimed to strengthen students' entrepreneurial skills, enhance their employability, and support innovative career pathways.

This initiative reflected Ibn Tofail University's commitment to supporting students' professional development, fostering a culture of entrepreneurship, and strengthening collaboration with key national partners dedicated to youth empowerment.



Events

Ibn Tofail University Students Achieve Global Recognition at WUAA 2025

Event : 17 September 2025

Ibn Tofail University has once again demonstrated its commitment to academic excellence and creative innovation on the international stage. The graduation film “Ajina”, produced under the supervision of Professor Fatima Ezzahra Alahed, earned the prestigious Rainbow Horizon Award at the World University Animation Awards (WUAA 2025), held in Hong Kong. This remarkable distinction highlights the university’s growing influence in the fields of digital arts, animation, and media production.

Competing against 1,666 projects from 900 universities worldwide, “Ajina” stood out for its artistic quality, originality, and technical execution. The achievement reflects the strong pedagogical guidance within Ibn Tofail University’s arts and media programs, as well a the dedication, creativity, and professionalism of its students. Such accomplishments strengthen the university’s reputation as a hub for emerging talent and reinforce its capacity to produce graduates capable of contributing to global creative industries.



Events

Start with an Idea, Leave with a Plan: The Entrepreneurial Journey at UIT

Partner: Empowerment Center, Ibn Tofail University– EsMaroc Hub
In today's dynamic global landscape, employability is no longer defined solely by academic degrees. The ability to think critically, act creatively, and initiate meaningful change is becoming just as essential as subject mastery. Recognizing this, Ibn Tofail University continues to expand its educational mission, not only to transmit knowledge but to transform mindsets, equipping students to become creators of Opportunity in a complex world.

It is within this vision that the university's Empowerment Center recently organized a two-day training titled "From Idea to Structured Project," held on May 14 and 15 in partnership with the EsMaroc Hub. This initiative was developed as part of the DAPP Project and conducted in collaboration with ActionAid and Swisscontact. The training aimed to support young innovators in transforming their raw ideas into structured, actionable projects with real-world relevance.

This initiative reflects the core values of Ibn Tofail University: to educate not only in the classroom but in life. By integrating programs that encourage innovation, leadership, and civic engagement, the university affirms its role as a catalyst for positive change. In a time when the path to employment is no longer linear, preparing students to navigate and shape their futures has never been more urgent.





Events

The Changing Role of Educators: Teaching Practice and the Challenge of Skill Cultivation

Event: July 8, 2025

Partner: Ibn Tofail University's Higher School of Education and Training – the Laboratory of Innovation and Research for the Advancement of Education Professions

The seminar brought together a vibrant mix of professors, master's and undergraduate students, and institutional leaders who all share a deep interest in the evolution of teaching practices. It served as a platform for confronting one of the most urgent questions in higher education: how can educators foster skill development in learners, skills that are essential for navigating a complex, interconnected, and uncertain world? The event was not merely about transmitting insights, but about opening spaces for constructive dialogue, where diverse voices could critically examine current pedagogical challenges and propose actionable solutions.

In conclusion, the seminar on "Teaching Practice and the Challenges of Building Skills" was much more than an academic encounter; it was a moment of collective reflection, exchange, and shared purpose. It brought together ideas, experiences, and aspirations that will undoubtedly resonate in classrooms and institutions long after the event itself. As Morocco and the world look to reimagine education, such gatherings remind us that the path forward must be guided by innovation, inclusion, and above all, the unwavering belief in the power of education to shape futures.





Events

The Second Edition of the International Symposium on Public Finance and Accountability: Monitoring and Accountability in the Era of Digitalization

PPartners : IMS – FSJ – FEG – LEMO – FCMEF – INPPLC

The second edition of the International Forum on Public Finance and Accountability took place on Thursday and Friday, November 7th and 8th, at the university theater of Ibn Tofail University, focused on the theme "Monitoring and Accountability in the Digital Age."

The event was organized by three institutions affiliated with Ibn Tofail University in Kenitra ,the Institute of Sports Professions (IMS), the Faculty of Legal and Political Sciences (FSJ), the Faculty of Economics and Management (FEG), in collaboration with the Forum of Researchers at the Ministry of Economy and Finance (FCMEF), and other partners from INPPLC and LEMO attracted significant participation. Among the attendees were prominent academic figures, government officials, professors, doctors from various universities, and members of the Forum of Researchers at the Ministry of Economy and Finance.

The success of the symposium is attributed to the remarkable efforts of Mr. Fouad Oued, a professor at the Institute of Sports Professions. Equal recognition is due to all committee members who participated during the two days in overseeing the opening ceremony, scientific sessions, and training workshops, with special acknowledgment to the distinguished professors from the Institute of Sports Professions and the Faculty of Economics and Management. Also, students from the Faculty of Economics and Management and the Faculty of Sports Professions, who monitored every detail over the two days and oversaw all technical and logistical matters meticulously and excellently.



Events

The First Graduates Forum : Turning Experience into Empowerment

Partner : Ibn Tofail University – The Higher School of Education and Training (ESEF)

Sometimes, the most powerful answers come from those who once asked the same questions. That spirit of shared experience and mutual growth defined the first edition of the Graduates Forum, held on April 30, 2025, by the English Studies Department of ESEF – Kenitra. More than just an academic gathering, this event became a bridge between generations, uniting current students with graduates from the last four cohorts in a unique, honest, and deeply human exchange. It was a reminder that guidance doesn't always come from distant experts or perfect careers, but from those who once walked the same hallways, faced the same uncertainties, and dared to keep moving forward.

As the forum drew to a close, the atmosphere was charged with gratitude, inspiration, and renewed motivation. This event was more than just a gathering; it marked the birth of a dynamic, supportive network built on empathy and shared purpose. It also reflected Ibn Tofail University's deep commitment to its students, not only through academic excellence but also by attentively addressing their questions, concerns, and aspirations and transforming them into meaningful opportunities. In a world where young people often face uncertainty alone, this forum sent a powerful message: you are not alone; together, we grow stronger.





Events

Workshop for Master Students in Digital Marketing

Partners : UIT – SNRT

In an inspiring step toward academic collaboration and youth empowerment, the National Broadcasting and Television Company (SNRT) teamed up with Ibn Tofail University to deliver an immersive workshop for students enrolled in the university's Modern Media and Digital Photography Program. This event provided participants with invaluable, hands-on experience to bridge the gap between classroom learning and real-world media industry demands.

This initiative reinforced the shared commitment of academia and the media industry to prepare the next generation of professionals with the skills and confidence needed to excel.

Mr. Mohamed Tahzima, Communication Officer at SNRT, highlighted the transformative impact of the workshop. "This is more than just a training session; it's a platform that bridges theoretical knowledge with practical expertise," he remarked. "By immersing students in the real-world aspects of media production, we're preparing them to thrive in a dynamic and demanding industry."

The workshop left a lasting impression on its participants, equipping them with not only technical expertise but also a renewed sense of purpose and direction. Through this collaboration, SNRT and Ibn Tofail University demonstrated the immense potential of partnerships in shaping a brighter, more sustainable future for the media industry and its next generation of leaders.



Events

Celebrating African Heritage: Highlights from the 19th Mama Africa Festival at Ibn Tofail University

The 19th edition of the Mama Africa Festival recently transformed the heart of Ibn Tofail University into a vibrant hub of African culture and creativity. Bringing together 36 countries from across the continent, the festival was a spectacular celebration of Africa's rich heritage and dynamic modernity. Through music, dance, cuisine, and art, the event showcased the continent's diversity and unity, creating an unforgettable experience for all attendees.

One of the festival's most captivating features was its mesmerizing rhythms and traditional dances. Performers in colorful traditional attire brought to life the stories and histories of their respective countries through dance and music. The festival's stages echoed with the beats of African drums, contemporary sounds, and soulful melodies that resonated with audiences of all ages. This cultural exchange served as an informal educational platform, fostering greater understanding and appreciation of Africa's rich artistic traditions, directly supporting Quality Education.

In conclusion, the 19th Mama Africa Festival at Ibn Tofail University was much more than a cultural event; it was a vibrant platform that highlighted African culture as a catalyst for education, economic growth, social inclusion, and international partnership. As the festival continues to grow, it promises to inspire future generations and contribute meaningfully to the continent's sustainable development journey.



Events

Ibn Tofail University and AFZIA Explore Strategic Collaboration at DICASTAL

Event : 23 October 2025

On Thursday, **October 23, 2025**, a delegation from Ibn Tofail University convened at the headquarters of DICASTAL for a strategic meeting with members of the AFZIA office. The delegation was led by Professor Mohamed Ebn Touhami, Interim President of Ibn Tofail University, and included representatives of key AFZIA bodies, notably the Presidents of the Human Resources and Skills Development Commission and the Promotion and Communication Commission. This high-level meeting underscored the shared interest of both institutions in strengthening institutional dialogue and exploring avenues for sustainable collaboration.

This engagement reflects the commitment of both organizations to building a robust and structured partnership framework that supports professional growth and educational advancement. By fostering closer ties between academia and industry, the proposed collaboration aims to contribute to workforce readiness, innovation, and long-term socio-economic development. The meeting thus marks a significant step toward reinforcing synergies between higher education institutions and professional organizations in pursuit of shared strategic objectives.



Events

Ibn Tofail University and Groupe Banque Populaire Unite to Empower Student Entrepreneurs

In a strategic move to bolster entrepreneurial initiatives among students and graduates, Ibn Tofail University has strengthened its collaboration with Groupe Banque Populaire. This partnership aims to provide comprehensive support, including financing and mentorship, to foster the growth of Very Small Enterprises (TPEs) initiated by the university's community.

Building upon existing agreements, the two institutions have launched a dedicated program designed to facilitate access to financial resources and offer tailored guidance for budding entrepreneurs. This initiative aligns with Morocco's national objectives to stimulate economic development through entrepreneurship, particularly among the youth.

This collaboration underscores Ibn Tofail University's commitment to fostering an entrepreneurial spirit among its students and alumni, providing them with the necessary tools and support to transform innovative ideas into viable businesses.

By joining forces with Groupe Banque Populaire, the university not only facilitates access to essential financial services but also contributes to the broader goal of economic inclusion and sustainable development within the region.



Events

Ibn Tofail University Signed a New Agreement to Prepare Youth for Morocco 2030

In a strategic move to foster entrepreneurship, innovation, and future-ready education, Ibn Tofail University signed a second partnership agreement with the DIALNA MAROC platform, reaffirming its commitment to equipping Moroccan youth for the challenges and opportunities of Morocco 2030.

The agreement focused on developing advanced training programs aimed at helping students navigate major transformations in key fields such as artificial intelligence, emerging sectors, and technological innovation.

Through this renewed collaboration, the university aimed to provide students with hands-on experience and mentorship opportunities, allowing them to explore cutting-edge technologies, experiment with real-world applications, and build the entrepreneurial mindset needed for an evolving job market.

By signing this second agreement with DIALNA MAROC, Ibn Tofail University strengthened its role as a national leader in innovation-driven education. The initiative reinforced the university's mission to bridge the gap between academic learning and the real demands of the Moroccan and global labor markets.



Events

Ibn Tofail University Signs Partnership Agreement with MTA Automotive Solutions to Advance Automotive Industry Research

On **October 1, 2024,** Ibn Tofail University in Morocco announced the signing of a significant partnership agreement with MTA Automotive Solutions, a leading company in the automotive technology sector. This collaboration marks a major step forward in fostering innovation and advancing scientific research in the field of automotive manufacturing.

The agreement aims to strengthen the ties between academia and industry, leveraging the expertise and resources of both institutions to address emerging challenges in the automotive sector. By combining the advanced technological capabilities of MTA Automotive Solutions with the academic and research excellence of Ibn Tofail University, this partnership is poised to contribute significantly to the development of cutting-edge automotive technologies.

This agreement reflects Ibn Tofail University's commitment to aligning its educational and research activities with the needs of the industrial sector, thereby enhancing the employability of its graduates and supporting the national economy. Similarly, MTA Automotive Solutions is reinforcing its role as a key player in the global automotive industry by investing in research and development collaborations that push the boundaries of innovation.

Events

President of Ibn Tofail University Welcomes ANAPEC Director General During the Launch of the University Employment Caravan

The President of Ibn Tofail University recently hosted the Director General of the National Agency for Employment and Skills Promotion (ANAPEC) during the official launch of the University Employment Caravan. The initiative, held under the theme "Closer to Students for Successful Integration," aims to bridge the gap between academic training and the job market, fostering smoother transitions for graduates into professional life.

The University Employment Caravan is a cornerstone of the collaboration between Ibn Tofail University and ANAPEC. It is designed to equip students with the tools, knowledge, and networks needed to successfully integrate into the workforce. By bringing together students, academic staff, and employment experts, the event provides a platform for dialogue, guidance, and skill development tailored to the needs of young job seekers.

During the launch, the President of Ibn Tofail University emphasized the institution's commitment to preparing students for the dynamic demands of the labor market. "This partnership reflects our dedication to ensuring our graduates are equipped with the skills and opportunities they need to thrive in their professional journeys," he stated.

The Director General of ANAPEC echoed these sentiments, highlighting the importance of initiatives like the University Employment Caravan in addressing youth unemployment. She noted that the program's outreach to students during their academic careers is critical for building a proactive and prepared workforce.

Events

Strategic Collaboration for Sustainable Energy: Ibn Tofail University Partners with GOTION HIGH TECH

Event : 15 March, 2025

In an exciting and strategic move, Ibn Tofail University has forged a promising partnership with GOTION HIGH TECH, a leading Chinese company specializing in energy solutions. This collaboration aims to advance training and scientific research in the fields of renewable energy, battery technology, and sustainable development. The agreement represents a key milestone in the university's ongoing efforts to strengthen its ties with global industry leaders and provide its students and faculty with valuable opportunities to engage in cutting-edge research and hands-on training.

The collaboration between Ibn Tofail University and GOTION HIGH TECH will have far-reaching impacts on both academic and industrial spheres. Through this partnership, the university will enhance its academic programs by incorporating the latest industry standards and research practices. Faculty and students will have the opportunity to engage in joint research projects, internships, and specialized training programs, helping them stay at the forefront of developments in battery technology and sustainable energy solutions. This exchange of knowledge and expertise will be instrumental in developing the next generation of engineers, researchers, and innovators in Morocco's energy sector.

Equipped with the skills and knowledge required to thrive in the rapidly evolving energy industry. The collaboration is expected to contribute significantly to Morocco's economic development by nurturing talent, encouraging research and innovation, and supporting the growth of the green energy sector.

In conclusion, the strategic partnership between Ibn Tofail University and GOTION HIGH TECH marks a significant step forward in Morocco's energy transition. By combining academic excellence with industrial expertise, this collaboration promises to drive innovation, create employment opportunities, and contribute to the country's sustainable development goals. Both institutions share a common vision of fostering a brighter and more sustainable future for Morocco and the broader region.



Events

Strategic Partnership between Ibn Tofail University and Al Omrane to Expand Housing Projects for the University Community

In a significant step toward improving the well-being of its academic community, Ibn Tofail University has entered into a strategic partnership with Al Omrane Group, aiming to develop new residential projects dedicated to university faculty and staff.

During an official meeting, the President of Ibn Tofail University extended his deep gratitude to the Director General of Al Omrane for their ongoing collaboration, notably recognizing the recent allocation of a 246-lot villa subdivision intended to serve the university's needs. The discussions also focused on future housing initiatives, which will further benefit professors and administrative personnel.

The collaboration aims not only to address the increasing demand for housing but also to promote social stability and quality of life for the university's human resources. By offering proximity to campus, these residential projects are expected to improve work-life balance, reduce commuting stress, and foster a stronger sense of community.

Events

UITJOBFAIR: Forging New Collaborations to Empower Student Success

Event : 5 December, 2024

The much-anticipated UITJOBFAIR 2024 is set to take place on December 5th 2024, and promises to be a game-changer for students and recent graduates. The event, which has already gained significant traction, is amplifying its impact this year through the announcement of several strategic partnerships with leading companies and organizations, including CGEM and other industry leaders. These collaborations aim to create valuable opportunities for students, bridging the often daunting gap between academic knowledge and professional skills.

UITJOBFAIR's partnership with CGEM (Confédération Générale des Entreprises du Maroc) underscores its commitment to fostering industry-academia synergy. This collaboration will facilitate access to internships, mentorship programs, and direct recruitment opportunities for students, providing them with a platform to gain real-world experience and insights into the professional landscape.

One of the primary objectives of UITJOBFAIR 2024 is to bridge the skills gap that often hinders the transition from academia to the professional world. By collaborating with industry leaders, the event will offer tailored workshops, panel discussions, and hands-on training sessions to equip students with the competencies required in today's dynamic job market. Topics such as digital transformation, leadership, and innovation will take center stage, ensuring participants leave with actionable insights and enhanced employability.

Research

Electricity Production Through Renewable Energy

These projects are part of a larger Renewable Energy and Energy Efficiency project launched and sponsored by the university president, with the aim of reducing the university campus energy bill by 80%.

- **Shade structure 1**

Location: The parking lot in front of the presidency office building
Type: Self-consumption with electromobility charging stations for ten electric bicycles and two electric cars.
Photovoltaic power installed: 21kWp
Estimated average daily photovoltaic production: 94 kWh
Average monthly savings on electricity bills for the building it is connected to: 3200 Dhs
Average monthly CO2 reduction: 1,49 Tonnes
Total estimated photovoltaic production: 206 MWh





Research

- **Shade structure 2**

Location : The parking lot in front of the Faculty of Sciences
Type : Self-consumption
Photovoltaic power installed: 60kWp
Estimated average daily photovoltaic production: 270 kWh
Average monthly savings on electricity bills for the building it is connected to: 9100 Dhs
Average monthly CO2 reduction: 4,29 Tonnes
Estimation totale de la production photovoltaïque : 493 MWh



Research

- **Shade structure 3**

Location : The parking lot in front of the Centre for Continuing Education
Type : Self-consumption
Photovoltaic power installed: 35kWp
Estimated average daily photovoltaic production: 157 kWh
Average monthly savings on electricity bills for the building it is connected to: 5500 Dhs
Average monthly CO2 reduction: 2,49 Tonnes
Total estimated photovoltaic production: 229 MWh



Research

- **Shade structure 4**

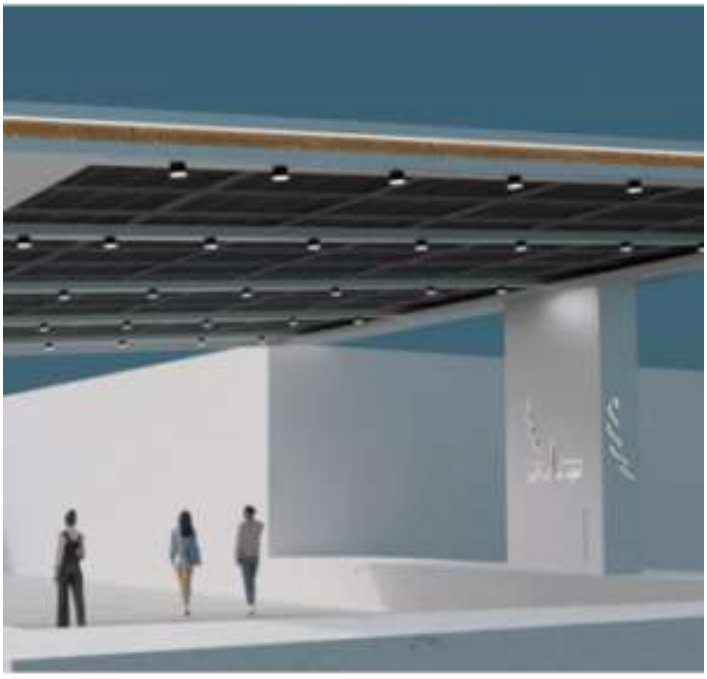
Location : The Faculty of Lettres and Human Sciences parking lot
Type : Self-consumption
Photovoltaic power installed: 50kWp
Estimated average daily photovoltaic production: 250kWh
Average monthly savings on electricity bills for the building it is connected to: 7600 Dhs
Average monthly CO2 reduction: 3,5 Tonnes
Total estimated photovoltaic production: 274 MWh



Research

- **Photovoltaic PERGOLA**

Localisation : The university library terrasse
Type : Self-consumption
Photovoltaic power installed: 45kWp
Estimated average daily photovoltaic production: 201 kWh
Average monthly savings on electricity bills for the building it is connected to: 6850 Dhs
Average monthly CO2 reduction: 4,40 Tonnes
Total estimated photovoltaic production: 147 MWh



- **Photovoltaic Facade**

Location : The university library south facade
Type : Self-consumption
Photovoltaic power installed: 25kWp
Estimated average daily photovoltaic production: 112 kWh
Average monthly savings on electricity bills for the building it is connected to: 3800 Dhs
Average monthly CO2 reduction: 2,45 Tonnes
Total estimated photovoltaic production: 82 000 kWh

Research

Maghrebna Innovation Awards 2030: Celebrating Talent, Creativity, and Sustainable Innovation

Event: 27 October 2025

The 4th edition of the Maghrebna Innovation Awards 2030 marks a significant milestone in celebrating creativity, innovation, and forward-thinking talent in Morocco. Organized by the Center of Excellence of the Faculty of Languages, Literature, and Arts at Ibn Tofail University, in collaboration with Maghrebna Innovation and Challenge 2030, this highly anticipated event brings together academics, innovators, entrepreneurs, and students around a shared vision: shaping a more innovative and inclusive future.

Held at CODE 212, a symbolic hub for innovation and digital creativity, the event offers an inspiring platform for showcasing groundbreaking projects and exceptional talents. This year's theme, "Talents in the Spotlight & Innovation," places a strong emphasis on recognizing individuals and initiatives that combine creativity with real-world impact. Through project presentations, discussions, and networking opportunities, participants are encouraged to exchange ideas, build collaborations, and celebrate Moroccan ingenuity in all its forms.

Beyond awards and recognition, the Maghrebna Innovation Awards 2030 serve as a space for inspiration and empowerment. The event highlights the importance of interdisciplinary approaches that blend language, culture, arts, and technology to address contemporary challenges. By fostering dialogue between academia and the innovation ecosystem, it strengthens the role of universities as key drivers of societal transformation.

Importantly, this event aligns closely with the United Nations Sustainable Development Goals. By promoting quality education and lifelong learning, encouraging innovation and resilient infrastructure, supporting youth empowerment and decent opportunities, and fostering partnerships between institutions and innovators, the Maghrebna Innovation Awards 2030 contribute to sustainable development at both local and national levels. Through innovation-led solutions and talent development, the event reinforces the idea that creativity and collaboration are essential pathways toward a more sustainable and inclusive future.



Research

MEDGOAT: Goat farming systems characterization and novel strategies to sustain production in the changing climate scenario in the Mediterranean regions

Project Coordinator : Pr. Youssef ABOUSSALEH (Ibn Tofail University)
MEDGOAT, a project set to run from September 1, 2023, to August 8, 2026, holds a crucial mission to equip pastoral and agro-pastoral communities in the Mediterranean region with the necessary tools to combat climate change and strengthen ecosystem resilience. The project's vision is not just a goal but a significant step towards enhancing the sustainability of agriculture and the associated value chain of species better suited to agro-pastoral systems and climate change, with a particular focus on goats.

MEDGOAT's primary goals are as follows:

- Provide agro-pastoral communities and policymakers with the necessary knowledge to refocus on local goat breeds as livestock;
- Preserve and rehabilitate the pastoral ecosystem;
- Improve landscape management;
- Boost the livelihoods of rural Mediterranean areas.

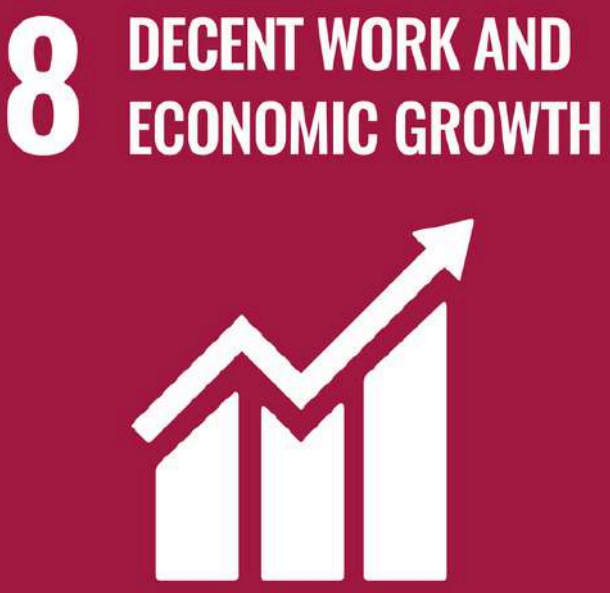
MEDGOAT will also address the need for more information on local goat breeds, their resilience to climate change, the nutritional value of alternative food resources, and their potential effects on ruminal function. Demonstration and outreach activities will be organized in Tunisia and Morocco to raise awareness and provide crucial technical support. These activities will include information on the limits of inclusion and feeding practices for new nutritional sources and guidelines for managing these new feeds, ensuring that the communities are not alone in this journey.
Project Timeline: September 2023 – Aug 2026

Funding Partners:

Conclusion

SDG 8

In conclusion, the actions undertaken by Ibn Tofail University in 2025 in support of SDG 8 demonstrate our determination to play an active role in creating a sustainable and inclusive economy. The efforts made to promote employability, encourage student entrepreneurship, and strengthen partnerships with the economic sector reflect our commitment to balanced and shared economic growth. By continuing on this path, our university is not only contributing to local socio-economic development but also shaping the next generation of professionals who are aware of global challenges and ready to tackle the ever-evolving world of work.



FOR BALANCED AND ACCESSIBLE ECONOMIC OPPORTUNITIES.

SUSTAINABLE
DEVELOPMENT
IBN TOFAIL UNIVERSITY