

IBBY Morocco
المغرب

المجلس المغربي لكتب اليافعين

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The Moroccan Board on Books for Young People



« ...Today, as our development trajectory reaches a new stage of maturity, we need that seriousness to move on to a different level and open up new horizons with respect to the major reforms and large-scale projects Moroccans deserve.

Dear Citizens,

What I am calling for is not an empty slogan, nor is it a mere pronouncement to be taken at face value. Rather, it is an integrated concept rooted in a set of practical principles and human values.

The more we commit to seriousness, the more successful we shall be in overcoming difficulties and rising to challenges...»

From a speech by His Majesty King Mohammed VI on the occasion of Throne Day, dated July, 29th 2023.

About IBBY

IBBY (International Board on Books for Young People) is an international non-profit organization which represents an international network of people from all over the world who are committed to bringing books and children together.

Founded in Zurich in 1953, the IBBY network comprises several **national sections** representing more than 80 countries worldwide. Each national section is made up of professionals involved in children's literature in their country, including publishers, authors, booksellers, teachers, academics and others.

IBBY's aim is to create a positive synergy, encouraging the **production of quality children's literature** both at national and international level.



Missions

- To encourage **communication and the exchange of information** between individuals and organizations concerned with children's literature.
- Promote the **publication and distribution** of quality children's literature. **Support and train authors**, illustrators, publishers and other professionals involved in children's literature.
- **Stimulate research and academic work** in the field of children's literature.
- Protect and ensure children's rights in accordance with the United Nations Convention on the Rights of the Child (UNCRC).

Launch of IBBY Morocco in 2024

The IBBY Morocco project combines the policy advocated by IBBY International and establishes continuity with the initiatives carried out by Yanbow Al Kitab since its launch in 2006. The publishing house has developed considerable expertise in managing citizen projects in remote and disadvantaged areas of Morocco, in partnership with the association Amis des Ecoles, Shams, AED (Kareen Mane), l'Oum c'est la vie and Oum El Ghaït... Together, they have set up citizen actions such as:

- **«One book, one child» (2007)**: Distribution of a book to each student. A total of 160,000 children benefited from this initiative.
- **«La Caravane de la lecture solidaire» (since 2017)**: Democratization of reading by publishing 240,000 books (12 titles) at the symbolic public price of 10DH.
- **«One library, one family» (since 2020)**: Awarded by APIF (African Publishing Innovation Fund) in 2022 and funded by Dubai Cares, the Ministry of Youth, Culture and Communication, the Ajial Foundation, the Association Amis des Ecoles and the Oum El Ghaït association. 1,000 libraries of 22 books have been distributed so far.

Today, Yanbow Al Kitab and its partners wish to perpetuate these actions within IBBY Morocco. The aim is to extend these initiatives beyond the framework of a single publishing house to a **national scale**. IBBY Morocco's ambition is to call on **institutions** to work together on **programs to develop the profession**, in terms of both training and creation.

IBBY Morocco intends to share all its knowledge of Moroccan literature with professionals in the sector, opening up new horizons for stimulating the production of quality children's books.

Morocco's membership of the international IBBY network will officially take effect on January 1st 2024.

Our upcoming projects

- Al Haouz solidarity reading project

The solidarity reading project in the Al Haouz region will be the first action carried out on behalf of IBBY Morocco. The project involves giving a **library in the form of a box set** to several hundred Moroccan classes hit by the earthquake in September 2023.

The initiative targets children aged **3 to 12**, divided into seven levels based on the school system. Each library contains around twenty books adapted to each age category. In all, there will be seven different libraries for preschool, 1st, 2nd, 3rd, 4th, 5th and 6th grade.

The content of the library will include **quality books** from **Moroccan publishers**. A **guide to using these books** will be distributed to the teachers, so that they can be used as a real teaching aid to promote pleasure reading at school.

The Al Haouz project will be in line with the objectives set at the **United Nations Summit on Sustainable Development in 2015**, and more specifically with **SDG 4** on quality education and **SDG 10** on reducing inequalities.

- Training courses

The training provides by IBBY Morocco will be based on initiative methods and teaching resources adapted to early childhood. These teachings aim **to strengthen and improve the pedagogical knowledge** of educational staff. The programs are based on practices such as reading aloud, role-playing and group discussions, and implement strategies to provide better support for children with **special educational needs**. The training courses will be based on initiative and widely recognized methods, such as those advocated by Roland Goigoux, a university professor specializing in the teaching of reading in the educational sciences and creator of the learning to understand method for long narrative texts.

- Children's publishing competition

IBBY Morocco is planning to organize a children's publishing competition to promote **the creation of high-quality albums** and books. Following intensive coaching, authors and illustrators will be able to take part in a competition. This initiative is set up to **discover new talent and improve the skills of artists already on the children's literature scene**, promote innovation and foster creativity in the field of children's literature. The competition also aims to promote the production of outstanding works.

- Scientific research

IBBY Morocco supports **scientific research** on children's literature. This approach seeks to support the **production of quality academic content** in order to better understand the needs and preferences of young readers. By organizing symposiums and other academic meetings, IBBY Morocco will help to enhance the landscape of children's literature and highlight relevant educational, cultural and social trends. IBBY Morocco will also provide support for **scientific publications** by researchers in Moroccan children's literature.

- Financing

The projects launched by IBBY Morocco cannot be achieved without funding. We therefore hope to benefit from programs launched by IBBY International.

IBBY Morocco is also counting on the support of the Ministry of Youth, Culture and Communication, the Ministry of National Education, Preschool and Sports, and the Ministry of Solidarity, Social Integration, and the Family for the implementation of its projects.

We will be soliciting national and international sponsors and donors to raise funds for these ambitious projects.

We are also open to all other legal sources of funding and to all other suggestions.

**The founding committee
for the approval of the
membership of the national
section of IBBY Morocco**



Honorary members



**Mohamed Mehdi
Bensaid**

Graduate in political science and international relations from the Institute of Political Studies of Toulouse, in law from the Faculty of Toulouse, holder of a master's degree in African affairs from the Institute of Political Studies of Paris as well as in international relations from the Institute of International and Strategic Relations of Paris. Former President of the Cercle des jeunes démocrates marocains, elected to the House of Representatives of the Kingdom of Morocco, Chairman of the Parliamentary Foreign Affairs Committee in 2014, Member of Parliament. Since 2021, Minister of Youth, Culture and Communication.



Driss El Yazami

President of the Council of the Moroccan Community Abroad and of the Euro-Mediterranean Foundation for the Support of Human Rights Defenders, Driss El Yazami has served on the Equity and Reconciliation Commission (IER), the Moroccan Truth Commission and the Consultative Commission for the Revision of the Constitution (2011). Former head of the COP22 Civil Society Pole, Driss El Yazami chaired the National Council for Human Rights (CNDH) from 2011 to 2018. A former General Delegate of Génériques, an association specializing in the history of foreigners and immigration in France, editor-in-chief of *Migrance* magazine and general curator of several exhibitions, Driss El Yazami has coordinated or contributed to the publication of several works, including *Pour Les Droits de l'Homme* (Paris, 1989), *Les étrangers en France, guide des sources d'archives publiques et privées (XIX^e-XX^e siècles)*, *le Paris-Arabe*, and *Génération, un siècle d'histoire culturelle des Maghrébins en France* (Gallimard, 2009).



Latifa Mouftaqir

Holder of a certificate of advanced studies in archaeology and heritage sciences, a diploma of Advanced Studies in Urban Planning and Development and a master's degree in public administration from the ISCAE group. Formerly Communications Officer and Head of the International Cooperation Department at the Ministry of Culture and Director of the Rabat-Salé-Kenitra region. Currently Director of Books at the Ministry of Youth, Culture and Communication.

Editors



**Amina Alaoui
Hachimi**

Graduated in Political Science from Mohammed V University in Casablanca. Founder of the bookshop Carrefour des Livres in 1984, then Carrefour des arts in 1995, the first bookshop specializing in the arts in Morocco. Founder and director of the children's publishing house Yanbow Al Kitab since 2006, which promotes Moroccan cultural heritage among children. Author of several internationally acclaimed books : *Alya et les trois chats* in 2017 (Etisalat selection, TakamTikou favorite), *Le mouton du septième jour* in 2018 (Etisalat prize, White Ravens Book selection), *Qu'est-ce que je vois?* in 2019 (Al Multaqa prize), *Le juste milieu* in 2022 (TakamTikou favorite, White Ravens Book selection). Mentor at WIPO (World Intellectual Property Organization). Board member of the International Association of Arab Publishers.



**Yasmine
El Kaouakibi**

Graduate of the book trade program at Hassan II University, Casablanca. Publisher at Yanbow Al Kitab since 2016, consultant to schools for the selection of Arabic books. Children's workshop leader and graphic designer.

Author



**Ahlam
Nouiouar**

Holder of a PhD in children's literature from the Université de Bourgogne in France (2018) and laureate of the École Supérieure Roi Fahd de Traduction, her activities focus on developing a taste for reading among Moroccan youth. Currently author of 24 albums and 6 CDs of children's songs, she works as a librarian and educational facilitator in Tangier. First-place winner in the poetry prize of the A.M.E.F. Tangier (Moroccan Association of French Teachers).

Journalist



Yassin Adnan

Moroccan poet, short-story writer, and journalist. Animator of cultural television programs: creator and presenter of «Macharif» on Morocco's first channel (2019-2006), then currently with «Bayt Yassin / Chez Yassin» on Alghad TV in Cairo. Member of the Board of Directors of the International Prize for Arabic Fiction (Arabic Booker), Chairman of the Marrakech English Book Festival, former member of the Board of Directors of Al-Mawred Al-Thaqafi in Beirut and currently member of its General Assembly. Member of the Maison de la Poésie in Maric. His book *Hot Maroc* was shortlisted for the International Prize for Arabic Fiction and was translated in 2020 by Actes Sud and in 2021 by Syracuse University Press in New York.

Illustrator



**Zineb
Benjelloun**

Author and illustrator. Exhibitions at Gaîtéryrique in Paris, Voice Gallery in Marrakech, Ministerium für Illustration in Berlin, Cité de la bandedessinée in Angoulême, Galerie Tanit in Beirut. Creation of visual identities for Rock en Seine in Paris, NuitsSonores in Tangier, Quartiers du monde and UN Women in Rabat. Publication of graphic arts publications such as *Samandal* in Lebanon, *Dyptique* and *Skefkef* in Morocco, *Lab 619* in Tunisia and *Fractal* in Mexico. Conducts writing and drawing workshops with children in Morocco and abroad. Publication of her first novel, *Darna*, published by éditionsça et làin 2023.

Media librarians



**Hassan
Id Brahim**

Holder of a PhD in French language and literature from the University of Fez (2007). His work focuses on writing for children and young people in Morocco and elsewhere, oral literature for children, youth culture and more. Author of *La littérature de jeunesse au Maroc: approche historique et analytique*, published by Editions universitaires européennes in Saarbrücken in 2011. Author of several studies on the subject. His second book is in print: *La littérature de jeunesse au Maroc: retour sur expériences*, published by Sagacita, 2023. In charge of the media library at the French Institute of Fez since 1993.



**Mohamed
Erregragui**

Graduated from Hassan II University in Casablanca, with a professional degree in book trades, and from Ibn Zoher University in Agadir, with a degree in English studies. Head librarian at the Khouribga media library since 2016. Member of the Moroccan Book Trade Association and the Tamounte Association for Solidarity Development, as well as educational supervisor with the Moroccan Association for Education and Youth.

Bookseller



Yacine Retnani

Graduated from a master's degree in marketing of publishing products at Université Paris 13 in 2006. Publisher, bookshop, former consultant for FNAC in Morocco, former General Secretary of the Association Internationale des Libraires Francophones and General Secretary of the Association des Libraires Indépendants in Morocco. Currently Managing Director of the Carrefour des livres bookstore in Casablanca and Rabat since 2009, and of the La Croisée des Chemins publishing house. Awarded «Librairie Francophone de Référence» status by the Centre National du Livre in Paris.

SchoolDirector



**Marie-Eve Testa
Benjelloun**

Graduate of the School du Louvre in Paris in Art History. Teacher and ISO 9001 quality manager (drafting and piloting process management pedagogy) at the Al Jabr School in Casablanca. Supply teacher at AEFE schools in Rabat. Currently director of the EDEX nursery school in Rabat.

Teacher and educator



Rabia Atoufi

Rabia Atoufi holds a licence in Arabic from Hassan 2 University in Casablanca. She is currently Arabic teacher at the Lycée international Louis Massignon in Bouskura



Zineb Beladel

Holds a Master of Science in Education from the University of Bristol in England and is a laureate of the SUSI program at the University of Connecticut in the USA. Founder of “Storytime with Zeeneb”, which aims to foster Moroccan children’s love of books and familiarize them with the English language. Launched an initiative to create 50 classroom libraries in rural schools in Morocco and train 50 Moroccan teachers. Educational consultant and learning facilitator.

Academics



Manal Raoui

Holder of a PhD in educational sciences, specializing in educational psychology at the Université de Montréal, Canada (2019). Currently post-doctoral fellow at the Institut für Berufspädagogik und Allgemeine Pädagogik in Darmstadt in Germany. Consultant in educational psychology and professor of higher education in educational sciences at the CRMEF in Casablanca.



Khalid Rizk

Holder of a PhD in Maghrebian, Francophone and comparative literature. Former president of the Coordination of Researchers on Maghrebian and Comparative Literature (CCLMC). Author of several studies on children's and young people's culture and literature. Currently Professor of Higher Education and Deputy Director of the Literature, Language, Arts and Pedagogical Engineering Laboratory at Ibn Tofaïl University in Kénitra.

Psychiatrist and psychologist



Jalil Bennani

Holder of a PhD in medicine from the Université de médecine Kremlin-Bicêtre Paris 11 in France in 1978. Psychiatrist and psychoanalyst in Rabat, holder of the HDR (Habilitation to direct research, Université Nice Sophia Antipolis), associate researcher at the Psychoanalysis Medicine and Society Research Center at the Université de Paris. Author of the following books *Des djinns à la psychanalyse* (2022), *Un psy dans la cité* (2013), *Un si long chemin* (2016), *Psychanalyse en terre d'islam* (2008). Winner of the 2002 Sigmund Freud Prize of the City of Vienna for lifetime achievement.



Habiba Margad

After obtaining a PhD in physics from the Moulay Ismaël University in 2006, Habiba Margad studied book trade and psychology. She worked as a teacher, documentalist, clinical psychologist and psychotherapist. She currently works at Yanbow Al Kitab and the Health and Schools Centre.

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Amal Zniber

Holds a masters degree in education from Framingham State University in the USA. Founder and director of the NGO Amis des Ecoles, which aims to combat poverty in rural areas and increase educational opportunities in Morocco.



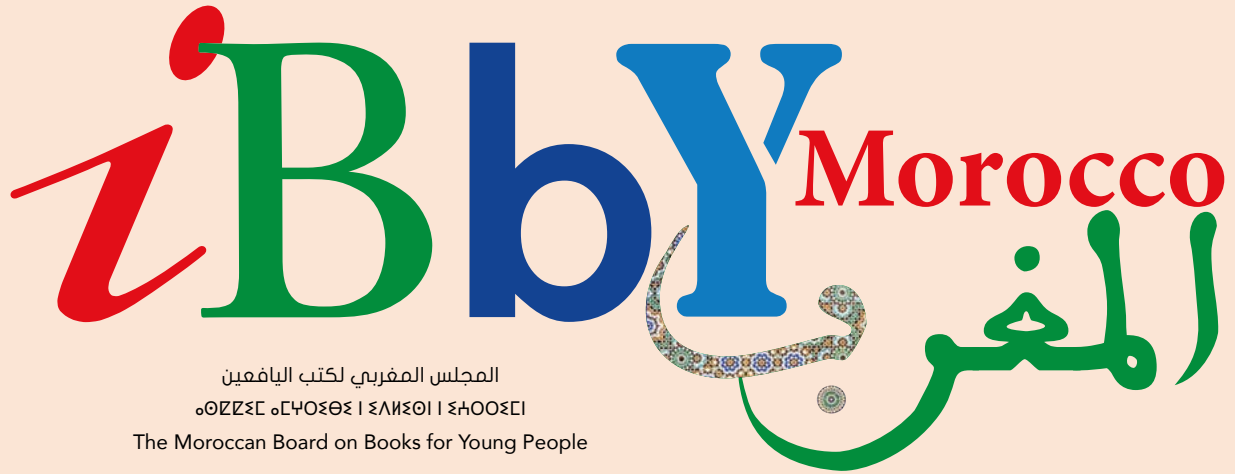
**Abdelmajid
Dahbi Skali**

Holds a bachelor's degree in human sciences and master's degree in education. Former Arabic teacher at the Casablanca American School. Co-founder and currently vice-president of the NGO Amis des Ecoles.



Amal Kadiri

Founder and director of the NGO Oum El Ghaït since 2013. The association acts to provide quality pre-school education in disadvantaged urban areas. The NGO is committed to children in the Sidi Moumen and Sidi Bernoussi neighborhoods of Casablanca. Oum El Ghaït also provides training and coeducation workshops for parents. In all, 12,000 children have benefited from Oum El Ghaït's support through a network of 100 rooms integrated into public schools. Since 2021, the association's capacity has been 3,000 children. In 2017, the association was awarded the Initiative Prize by Groupe UP International, which specializes in supporting projects to combat various forms of social exclusion and discrimination.



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