

# ciMAG

First Edition

A transparent mirror into the EMY world

ciBAND,

Talents Emerging in Agadir

ciPLAY,

The Art Of Honesty

FEED

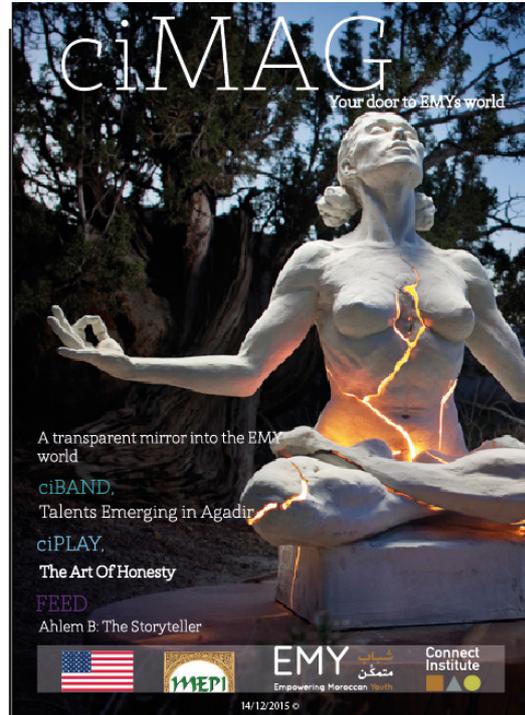
Ahlem B: The Storyteller



EMY **شباب متمكن**  
Empowering Moroccan Youth

Connect  
Institute

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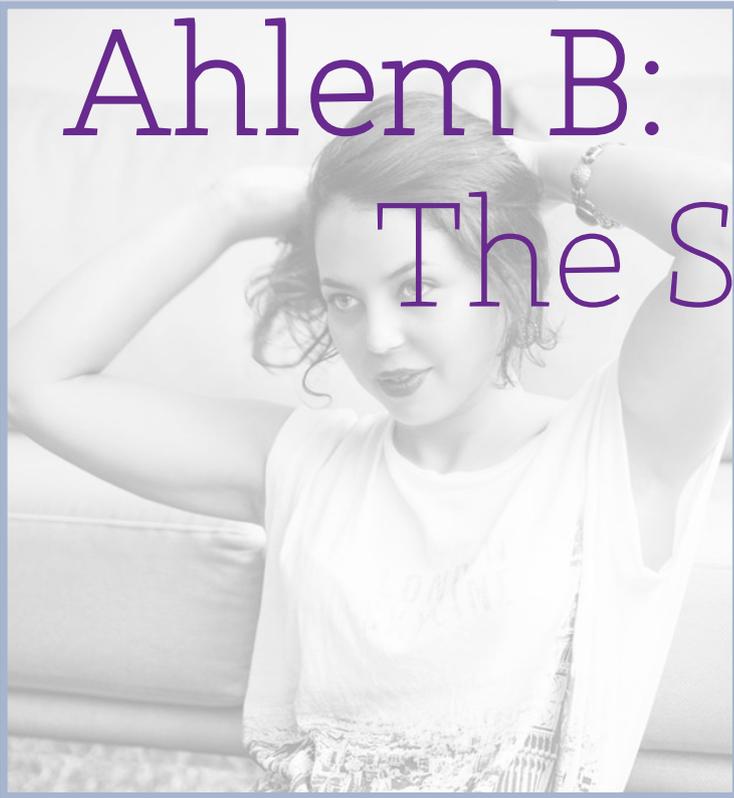
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# Ahlem B: The Storyteller



*"Women are managers par excellence!"* I once read.

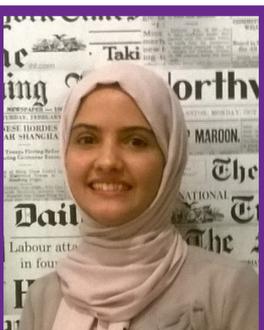
Women have the skill to do various things at once; it is an innate faculty. They constantly prove to the world a range of abilities that go beyond comparison.

The story of the talented writer Ahlem.B is a sample representing great women. Ahlem inspired most of us, the EMY participants, during Connect Institutes 43rd edition of FEED activity. She began by informing us about her career in management, a field in which she succeeded, not because she liked it, but rather, for the sake of satisfying others' expectations. According to her, management was not her passion. She kept asking herself: Am I following the right path? Is it the ideal

job for me? Is this all I am able to do? Seeking answers to these questions led her to draw the conclusion that she needs to try something else.

Ahlem.B decided to leave her comfort zone. She left her job, and decided to flourish in a childhood passion: reading and writing. She thought about a creative way that would let her express herself freely. Thus, she created a blog in which she could publish her writings. She wrote magnificent stories. Her strong will was her loyal companion to make that far-fetched dream become a reality. Her source of inspiration was the Moroccan society issues such as harassment, poverty and discrimination. Her writings reflect the Moroccan society.

Ahlem B is an optimistic person showing a high level of self-confidence. That is why she confronts every single hindrance by saying: **"SO WHAT!"** It is her motto to facing all the dilemmas that might block her way towards fulfilling her passion: The storytelling!



**Kholoud Blila**



# ciPLAY: The Art Of Honesty

**A**cting is not faking. Acting is digging deep for an emotion and sharing it with an audience.

ciPLAY, EMY's theatre section. For many, it is a refuge, an open space to reach for freedom and an opportunity to live many lives and stories. The participants are from different ages, backgrounds and have different experience levels, but they all share the same passion, that spark their hearts generate leading them to share a holy moment on a holy stage.

Although they have a play to prepare for connect insti-

tute's biggest event «AGORA», they still manage to do many workshops. In some they cry, in some they laugh, in both it is an honest feeling they share.

In a workshop, they were asked to stand, close their eyes and imagine whatever their coach told them, and whoever was tapped on the shoulder had to pursue the story telling at the same place the previous one stopped. The story was a meeting on the beach with an old dear person. One of the participants was so deep in the story, it was her dead grandmother she saw. As the exercise fini-

shed everyone opened their eyes to find her still crying. That is ciPLAY: honesty.

The beauty of art is in its honesty and interpretation multitude. ciPLAY is creating so much beauty that will undoubtedly mark the participants' soul. If life has put them at a crossroad, the ciPLAY experience is surely a glance in the dark to the right path.



Aimane Idhajji



# A Reflection on a Field Trip to COPAG

The best thing about being a participant at the EMY program at Connect Institute is that you often find yourself challenged and out of your comfort zone. Last October, I had the chance to meet and exchange with 25 American students, who came as part of the IHP Program (The International Honors Program), to investigate significant environmental issues in Morocco.

To help the IHP students gain a better understanding of the effects of climate change in Morocco, Connect Institute organized a field trip to COPAG, one of the largest cooperatives in Morocco. Upon our arrival, we were accompanied by Mr. El Alaoui, COPAG's communication officer, who gave a thorough

presentation about their field's activities and the products. The presentation was followed by a visit to all the production units.

"I've learnt a lot about factory farms, but I've never been to one before. So it was really interesting to see how something that I consume like milk is actually manufactured in that whole process," said Dineen, one of the IHP students in an interview with the ciTUBE team.



Fatima Zahra EL Hafa



# ciBAND: Talents Emerging in Agadir

ciBAND is a group of talented musicians all brought together thanks to Connect institute. The idea was highly appreciated by the participants of different programs at the institute. In less than two weeks, ciBAND began its first challenge to perform during the EMY (Empowering Moroccan Youth) Opening Ceremony in front of 200 people. The challenge was in terms of timing and the choice of harmonious songs. The first performance took place during the program

orientation session. The rest of the participants were amazed at the ability of these young musicians to perform after such a short time.

Four days later, the band headed to the Ceremony. It was a first experience for most of them which made some members hesitant while others were inflamed to show their talents. The show started, and it was not long before the audience started corresponding cheerfully. Claps started

to rhyme with the music, the courage of the band increased and the fear no longer occupied their hearts. ciBAND is one of the most successful projects that gives a good insight concerning what Connect Institute is about: discovering and enhancing Youth's talents.



Ali Tataouss



# Le jeune Marocain : de victime à responsable

Les jeunes constituent l'atout des sociétés pour progresser. Au Maroc, cette couche a plusieurs obstacles à surmonter. Ainsi, la question qui se pose est : Quel avenir pour le jeune Marocain ? Une simple observation de la situation actuelle réaffirme un constat inquiétant : La jeunesse marocaine doute de son présent, et appréhende l'avenir, elle n'a pas de repères et ne s'identifie à aucune personnalité.

Pour faire face à ces problèmes le jeune Marocain a deux choix :

Le premier consiste à jouer le rôle de la victime. Dans ce cas, il n'arrête pas de blâmer l'autrui de ne pas avoir réalisé ses ambitions, que ça soit la société, le gouvernement ou autres. Mais vers quoi va-t-il évoluer ? Il va devenir frustré et se contentera de véhiculer sa frustration au sein de la société. Ce profil écarte toute responsabilité personnelle.

Quant au deuxième, il consiste à s'intégrer dans la société, dans l'espoir de semer les grains du

changement qui commence par changer soi-même. Dans ce cas, le jeune croit que grâce aux contributions des uns et des autres, il peut y avoir des progrès. Et contrairement au premier profil, il assume sa responsabilité et supporte ses conséquences.

De ce fait, il faut combattre la première catégorie et encourager la deuxième. Le jeune Marocain d'aujourd'hui doit impérativement se déchaîner de sa passivité, à fin d'aboutir au progrès de la société.

Toutefois, la responsabilité individuelle n'est pas toujours en cause. Le système éducatif Marocain constitue aussi une partie du problème. Aujourd'hui, il est urgent de lui apporter des changements radicaux, en l'orientant vers la finalité ultime : celle d'assurer l'épanouissement de l'individu. La famille doit aussi s'inscrire dans la même logique, en amenant l'enfant à être autonome et responsable.



Rachida Akdaich

