



Sefrou Association for Multidisciplinary Arts
جمعية صفرو للفنون متعددة المناهل
+ⵏⵓⵙⵓⵔⵉⵏ | ⵙⵉⵕⵓⵔⵉⵏ | +ⵏⵓⵙⵓⵔⵉⵏ ⵙⵉⵕⵓⵔⵉⵏ | +ⵏⵓⵙⵓⵔⵉⵏ

Potential Analysis - Festival *Ahazij Sefrou 2023



*Amazigh Folklore in Tamazight

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1. Sefrou Association for Multidisciplinary Arts - SAMA

Sefrou Association for Multidisciplinary Arts. **SAMA** is a non-profit, independent organization based in Sefrou, Morocco. SAMA is founded autonomously by a group of multidisciplinary members. Our mission is to co-create a cultural and arts movement in Sefrou's medina, that highlights the Multicultural heritage, all the while engaging local, national and international communities.

Co-presenting an arts and culture program in Sefrou's medina to foster inspiration and highlight multiculturalism in the region, all the while co-developing the old city, socially, economically and environmentally.

2. Context

A key objective for **SAMA** Association is to create a local arts and cultural movement, with the aim of co-developing Sefrou's old city, socially, environmentally and economically. A sustainable stepping stone to creating such a movement is to work with local youth in capacity building in the field of cultural management and arts-focused entrepreneurship.

Over the past 100 years (minus 4 years of Covid) Sefrou has held a now infamous town festival that by commemorating the local Cherry harvest, that brings communities together from across the region and celebrate not only local culture but both traditional and contemporary Moroccan music, crafts, poetry, dance, and horse charging (T'borida). Over the period of the three days festivities, the town's population grows exponentially and entertainment continues to the early hours of the June morning.

Sefrou's Cherry Festival has previously been organized by the local government, is funded by sponsors, is televised and free of charge for the public. A popular emblem for marketing and a pivotal point for entertainment is the crowning and presentation of a beauty pageant, a.k.a. The Cherry Queen of that year. .

This assessment is a collective effort with several of SAMAs community members to analyze the public relationship this off shoot festival, of a key cultural event, inert in the local identity and to collectively determine the potential for arts and cultural management and entrepreneurship.

Executive summary

This report presents the findings and analysis of a comprehensive assessment conducted by SAMA to gauge public and participants opinion regarding the 3rd edition of Sefrou Ahazij Festival.

The aim of this survey is that by listening to attendants we can provide insights into the community's perception, expectations, and suggestions regarding the festival. Upon assessment SAMA association also presents a considered proposal for future potential of civic participation, cultural management and entrepreneurship.

3. Methodology:

A. Survey

B. Table

Duration: from 15/07/2023-07/08/2023.

Survey Method: online google forms/surveys conducted in-person as interviews.



Button Table

Participants were asked to place a Sefrouian textile button in a jar that correlated to a number. The numbers (1- 5) indicated how strong a sense of Amazigh-ness people identified with.

SAMA team members / Interviewees - 8 participants in total. 7 Sefrouian residents from the age of 14 to 52 years old and 1 contributor from Fez (40 yrs old) are all affiliated with SAMA association.



SAMA's team of interviewers

An electronic survey of 15 questions was executed with the team conducting surveys on Google Forms with the public via telephones

The survey (see appendix)

- 5 questions to assess demographics
- 10 to assess festival engagement

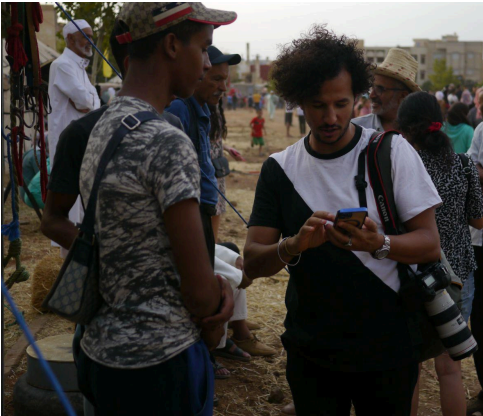
In addition, an interactive survey tool was placed at *Bab el Makam* square for a few hours in an evening whilst music and performance were presented on the main stage.

Button Table

The table was set up to assess mostly audience / local contributors' relationship with the 3rd edition of Festival Ahazij celebrates Amazigh and other regional folklore.

Who were interviewed? - mostly public festival goers, several content contributors and several traders.

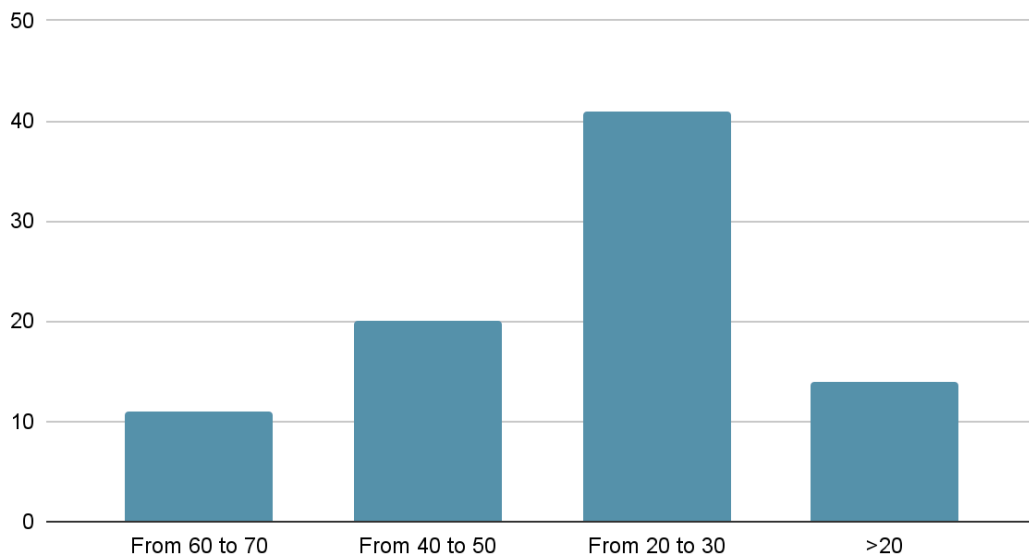
A large proportion of the interviews were carried out at: the Tbourida's section of the festival, Siqaya restaurant, Masay Street, Bab l'Mqam, SAMA's office



Demographics of interviewees / participants:

Gender: 45 females, 47 male;
 Age: 5 participants aged older than >70
 26 participants aged between 40-60
 41 participants aged between 20-30
 14 participants aged younger than 20>

Age range of participants.



Attendees were from different regions:

- 66 from Sefrou
- 6 from Fes
- 1 from Meknes
- 14 from Sefrou region (Weld Taib, Bhalil, Kchata, Azzaba, Al Khamisat, Enousser, Ain Baida, Ain Chekaf, Bu Muhammad village, Ain Aghbalou, Ain Shukak)

4. Awareness and Participation:

- ❖ 82.8% of respondents were attending the Ahazij.
- ❖ 63.4% were with family.
- ❖ 17.2% with friends.
- ❖ 19.4% by themselves.
- ❖ 10.8% of respondents had never participated in a festival.
- ❖ 89% had previously participated in a festival.
- ❖ 94.5% expressed interest in participating in future editions.
- ❖ 5% didn't express interest in participating in future editions.



A) Photos from the 2023 festival (image courtesy of SAMA)

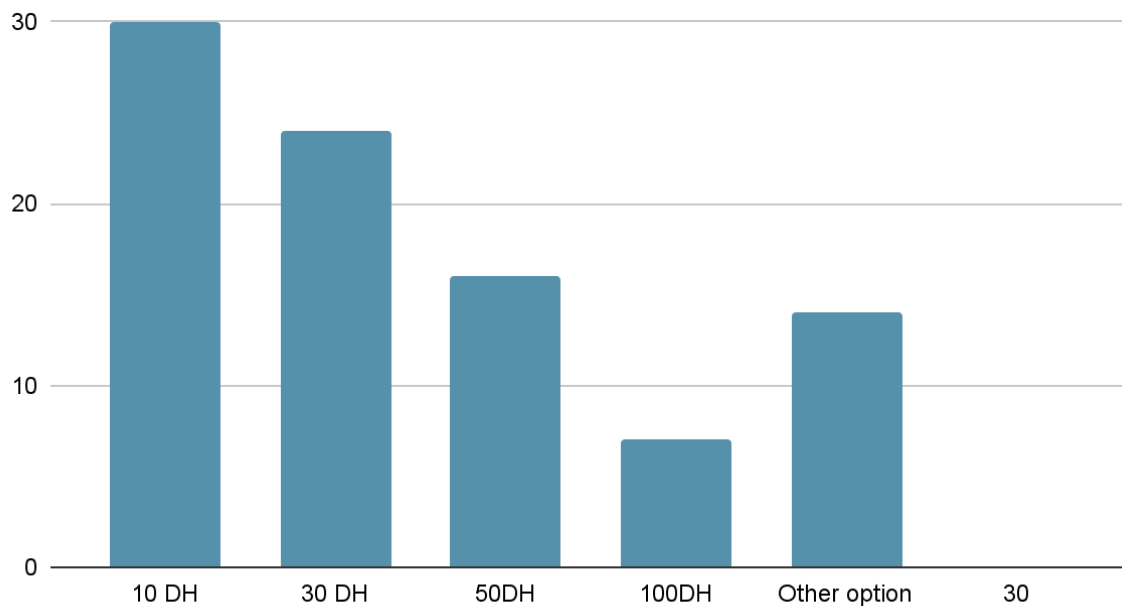
5. Perceived Importance:

- How much money would you pay for an activity? For example live music, would you pay..

As seen in the graph below: 33% of respondents would consider paying 10dh for an activity at the festival

26.4% for 30dh, 17.6% for 50dh,
7.7% for 100dh. 15.4% for another option

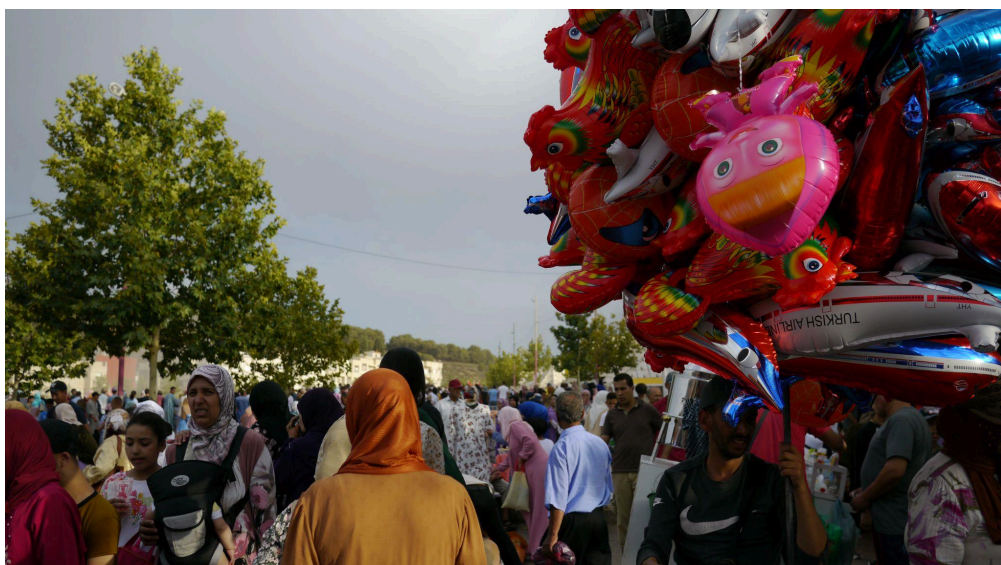
Prices for activities



B) Amounts participants would be willing to pay for activities.

85.7% of the attendees bought something from the festival, diverging from **clothes, jewelry, toys, food, and natural products** with prices ranging from **2dh to 400dh**. With **17 people** who bought food ranging from **1dh to 3dh with one 50dh meal** **13 people** who bought a piece of clothing or jewelry ranging from **30dh to 400dh** **9 people** who bought home equipment, toys, or traditional crafts ranging from **5dh to 350dh**.

After asking the participants the question: **What do you like about the festival so far?** 13% believed that the festival contributed positively to the local culture and economy, by attracting people from other cities and encouraging people from Sefrou to go out and buy things at the festival.



6. Satisfaction and Feedback:

When asked: **What do you like about the festival so far?**

25% of attendees expressed satisfaction with the festival,

23.9% liked Tbourida,

15% liked the evening shows

5% liked the tents exhibiting and selling traditional and crafts.

29 people with positive feedback included that they either liked the whole festival or the atmosphere like meeting people, and the crowd.

Aspects for improvement mentioned by 22 participants were organization, not only of the people who organized the festival but also of the performers in shows, there is the cleanest of the environment where the festival took place, more tents where more things can be sold (traditional Amazigh food, traditional Amazigh clothes...), it lacks more Amazigh activities, attractions where kids and adults can play, miss Amazigh, and news coverage.

And at the end of the first day of the festival, we surveyed the form of an interactive table where people were invited to vote on how much they felt Amazigh to gain an insight into this connection with the festival's theme and the audience. After selecting a value from *1 - 5 (1 being weak and 5 being strong), by placing a textile button into a jar. Participants were then invited to add a comment relating to the same topic of their Amazigh identity. See the comments in the chart numbered

Evaluation Visitors vote for the AHAZIJ Festival of Amazigh Culture

Level	1	2	3	4	6
-------	---	---	---	---	---

Numbers of vote	13	3	16	12	86
Total	130				

D) A chart of the participants voting for for the AHAZIJ Festival of Amazigh Culture

Out of 35 comments contributed at the button table 10 of most popular comments the participant wrote:

Visitor Comments	
1	Amazighi
2	Ahidous
3	□□□□□ □□□□□□
4	I like their language
5	Amazigh language is beautiful one
6	أيت يوسي أمازيغ الحر
7	I like Amazigh language
8	I like their breed
9	I like their clothes
10	I love their clothes

E) A chart of the participants comments

7. Community Impact:

Participants when asked: **is there some type of street food or drink you would like to buy? or some stall or street activity you think would be a good idea?** They answered:

40% believe that more food, especially Amazigh food like: Azanf¹, Couscous from grains, and many more should be sold at the festival, and also 13% said for drinks.

The question of: **What do you like about the festival so far?** Was answered by

6% of participants felt it had a beneficial economic impact on local businesses and that it was a good opportunity for people to come visit the city.

¹Azanf: roasted flour grinded with olive oil

8. Programming and Diversity:

44.5% appreciated the variety of activities and performances (Tbourida, night shows like Ahidous, Aissaoua) and liked the festival in its entirety.

55% suggested diversifying the program to appeal to a broader audience, and the lack of Amazigh activities since it is all about the Amazirian culture, and there are also 28.8% of participants that are saying that this festival won't last or it will get worse.

9. Recommendations by interviewees:

Key Findings: Most attendees enjoyed the festival, with a preference for the Tbourida show and evening performances. However, around 25% of respondents expressed dissatisfaction with certain organizational aspects, suggesting areas for enhancement.

Based on the survey findings from the participation of 93 people the following actions were suggested to enhance the Ahazij

Community Engagement: 56 participants think that continued efforts to engage with the local community, listen to their feedback, and involve them in the planning process is needed.

Diversity in Programming: 71 participants consider introducing new cultural elements, activities, performances and food stalls to attract a wider audience.

Infrastructure and Accessibility: 51 participants believe that improving infrastructure and accessibility to enhance the overall festival experience is needed, as an example **10 of the participants suggested that clean water, security, toilets, and paramedics** are needed.

Promotion: as mentioned by one of the participants, increasing promotional efforts to reach a larger audience and raise awareness about the festival would improve visibility.

SAMAS suggestions:

Concluding from the survey and brainstorming for ideas that could help the festival improve and develop for the next edition, it has been noted that food trucks, street food gazebo, cloth tents, tents for activities, and workshops are needed.

To illustrate the shape and the design of these suggestions we provided exemplary photos



F. Street food gazebo, and food truck example

There is also a suggestion for a festival transport to easily connect participants from Bab Al Maqam to the other festival sites around the town.



G) An example of the Train that could take people around

10. Suggestions for civic contribution, cultural management and entrepreneurship around the festival

10.1 Amazigh Awareness Activities and Tools

Amazigh Float for Parade

Street Selfie Boards

- Renting costumes for self-portraits / Selfies boards/tools

Using the Amazigh color scheme

- Tri-coloured ice cream /Flag sales / Tri-Colored Candy-floss

Tifinaght

- The creating and selling of name plaques/ Tifinaght calligraphy workshops

Sales of traditional Amazigh clothing

Sequined belts and headscarves (Mozoon) / Headscarves

Contemporary Amazigh Identity

- Rap contests in Amazigh / Contemporary fashion show

Childrens Workshops.

- Painting / Facepainting / Songs / Poetry

Amazigh Musicians Buskers

10.2 Communication Strategy

- Social media Influencers / Social Media competitions on Amazighness

10.3 Further Entrepreneur Opportunities

- Walking Buskers / Poets Performers / Acrobatics
- Puppet shows (Amazigh stories)
- Storytellers in Amazigh or Amazigh tales in Darija
- Funfair Games
- Competitions
- Online / In person / On stage
- Contemporary Amazigh Rap / Fashion

10.4 Procession

- Floats - involve local associations to work all year around
- Mr and Mrs Amazigh
- Invite local musicians - Invite 6 months before

10.5 Accommodation

- Local Homestays
- Pop Up Camping with tents set up to rent
- Pop Up Hotels such as Ss Lahcen Yousi and Dar Attamani
- Airbnb encouragement
- Amazigh Tents

10.6 Logistics

- Pop-Up Restaurants and Street Food

- Toilet Facilities can charge if clean, accompanying water and with attendant
- Information points Sponsored
- Festival bus service - see example in image

10.7 Additional Content

- Exhibition well researched and presents on diversity of the regional amazigh/tribal identities.



H. Suggested Interactive Activities

Development of Suggestions

Looking at cultural entrepreneurship and management, the following are brief developments of several ideas noted above.

Example no 1 - Street 'Selfie Boards'

Festival goers are invited to have a photo taken within a board / frame that is placed in the street. To highlight the local culture the image depicts local dress and people. *See image x Income can be generated by

- I. Participants paying 2 dh to take their own photo within the board
- II. Participants having their photo taken and paying 10 dh to receive the image (Polaroid instant or printed and collected later)
- III. Participants pay nothing, the board is branded and sponsorship cover the income generated.

Example no 2 – Public Toilet Facilities

It was commented that public toilets were not available in and around the festival sites. For content contributors at the T'borida, specifically communities who camped on site for several days both sanitation and clean water were an issue. SAMA proposes that given most of the festival goers stated they had spent money, toilet facilities with attendants, and water for washing may be chargeable for the fee of 1 or 2 dh. Covering rental, staffing and overheads.

Example No 3 - Information booths

Several hosted booths located around the main festival sites that offer festival information, programming, maps, meeting points and a lost children service. Booths and printed content are proposed to be sponsored.

11. Conclusion:

SAMA regards the information gained from this survey with the utmost seriousness and attention, the suggestions reflect a great potential for both civic and local entrepreneurial involvement on a framework already conducive to both local and national sponsors, enhanced by a broader and more substantial communications strategy increasing the Ahazij Festival's wide influence and community involvement.

It would be of great impact and value to bring together local associations, clubs and communities well in advance of the festival to encourage involvement through competitions and call-outs, where groups and individuals can prepare for their contribution within a respectful period with the potential to plan content.

Given the wise strategizing and advanced encouragement, cultural managers both regionally and nationally can work with local contributors and businesses to curate sponsored, or entrepreneurial local programming that embellishes an already well-attended program.

The festival was well attended, sites were amply occupied and the public appreciated the content presented implying Sefrouians want to socialize and celebrate their own culture. The majority of the survey responses depict enthusiasm for future editions. This sentiment underscores the festival's significant role in nurturing culture, reinforcing the cohesiveness of our community, and the touchable economic advantages.

Report Contributors

Yasmin Mellouki, Wissal Naima, Azzedine Kadima, Chahid el Kherrazi, Anoire Asnam, Jess Stephens, Omar Chennafi

SAMA - Sefrou Association for Multidisciplinary Arts

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برنامج السهرات الفنية يوم 2023/07/15

- 20:30 فرق أحيديوس مجموعة " إزماون نايت وراين/تاهلة"
- 21:00 "مجموعة المو عين الشكاك"
- 21:30 فرقة كناوة "بدر فاس"
- 22:00 فرق عيساوة "الحاج خالد"
- 22:30 الشعر الأمازيغي اهلال إحينانج
- 23:00 مجموعة الشبخات (كمان) "مجموعة مستور صفرو"

برنامج السهرات الفنية يوم 2023/07/16

- 20:00 إحينانج لحنن بوهو صفرو
- 20:30 جمعية احيديوس إغبولا ايت عرفة . ضاية عوا
- 21:00 فرقة عيساوة برناسة المقدم أبو العز
- 21:30 التراث اليازغي العربي السنوسي
- 22:00 استعراض اللباس التقليدي "رابطة المبدعين العرب فرع صفرو"
- 22:30 فرقة ولفة الغيوان "مصطفى مشيش صفرو"
- 23:00 الشعر الأمازيغي اهلال إحينانج
- 23:15 مجموعة الشبخات (وثة) "تعيمة الشواف اوميمون ازرو"

برنامج كرنفال المهرجان 2023/07/15 ابتداء من الساعة 18:00 مساء

انطلاق الإستعراض على 18:30 مساء من القاعة المغطاة بمرورا بشارع محمد الخامس وصولا إلى ساحة باب المقام.

1. العلم الوطني
2. صورة صاحب الجلالة
3. الفرقة النحاسية " التدلوي صفرو"
4. فرقة كشفية
5. فرقة عيساوة " الحاج خالد"
6. فرقة كناوة " بدر فاس"
7. فرقة احيديوس مجموعة " إزماون نايت وراين/تاهلة"
8. فرقة احيديوس "مجموعة المو عين الشكاك"
9. فرقة رياضية
10. Groupe Smart arts (Rabat)

البرنامج الموازي

- ✓ معرض الصناعة التقليدية ابتداء من 2023/07/15 بساحة المغرب العربي
- ✓ فضاء التبوريدا و الفنطازيا يوم 15 و 16 يوليوز 2023 كل يوم على الساعة 11:00 صباحا و 17:00 مساء بساحة مساي
- ✓ السهرات الفنية يومي 15 و 16 يوليوز 2023 ابتداء من الساعة 20:30 ليلا

مهرجان الامزيغ- مقابلة مع الحضور

نحن مع منظمة صفرىوية للفن و الثقافة اسمها ساما, غرضها تحسين و التطوير صفرؤ. بهذه المقابلات نطمح لي فهم كيف يعمل المتظم و الزائر لهذا المهرجان في هدف المساهمة السنة المقبلة. شكرا على مشاركتك

We are with a Sefrouain arts and cultural Association called SAMA that aims to develop cultural activities in Sefrou. By interviewing people around this festival, we hope to understand how it works from both the management and the festival visitors with the aim to contribute another year. Thank you for your contribution

1. Email *

2. ايميل Email

3. اسم شخص لي كاي يسول و رقم ديال Name of interviewer and tel number

4. فقاش و فين تمت المقابلة Place and time of interview

5. اسم المشارك Name of contributor

6. رجل/مرأة Male / Female

Mark only one oval.

رجل

امرأة

7. سنة الميلاد Decade of birth

8. فين عايش Where do you currently live?

9. منين انت/ او ضمن قبيلة Where are you from originally?

10. شنو كدير هنا فالمهرجان What are you doing here at the festival?

Mark only one oval.

- Visitor زائر
 Content Participant مشارك في المهرجان
 Organisation Team منظم
 Option 4

11. مع من جيتي Who are you with?

Mark only one oval.

- Family عائلة
 Freinds اصدقاء
 Option 3

12. شنو الاشياء لي كتبغني دير فاوقات الفراغ ديالك, وشنو هوما لاهتمامات ديالك What do you like to do in your freetime? What are your interests?

13. شنو هو شيء او حاجة لي كتتمثل لك الثقافة الامزيغية What demonstrates Amazigh culture the most for you?

14. واش ممكن تسمي شي شيء امزيغي من هاد المنطقة Can you name something typically Amazigh from this region?

15. واعمرك شاركتني فشي مهرجان, اذا كانت اجابتك نعم فكيف Have you ever been part of a festival? If yes in what way?

16. واش تبغي تكون جزء من المهرجان, اذا كانت اجابتك نعم كيف
festival? If so, how?

17. واش كايين شي اكلة او مشروب تبغي تشريه, كشك او نشاط تبغيه يكون
street food or drink you would like buy? or some stall or street activity you think
would be a good idea?

18. شنو عجبك لحد لان فال مهرجان What do you like about the festival so far?

19. واش كتحس باي حاجة ناقصة Do you feel there is anything missing?

20. واشى شريتبي اي حاجة لحد لان, علاياش و شحال Have you spent any money yet? If so, how much and on what?

21. ممكن تدفع مبلغ من اجل انشطة, في مثال تدفع من اجل موسيقى حصرية Would you pay for an activity? For example live music, would you pay..

Mark only one oval.

- 10dh
 30dh
 50dh
 100dh
 Option 5

22. ما هي نضرة لي تقدر تشوف فيها مهرجان بحال هذا ف20 عام مستقبلا What would you like to see in a festival like this in 20 years time?

23. اي اضافات او تعليق Any other comments?

24. ما نكرهوش نخليو الاتصال بيتتنا مع ناس المحليين المهتمين في النشاطات الثقافية و المهرجانات. اذا كان We would love to keep connected with local people interested in festivals and cultural activities. Can we exchange Instagram handle or tel number?

25. ساما, فندق الجديد, الحدادين. صفرو المدينة القديمة SAMA, Funduk el Jdiid, Al Huddadine. مرحبا بيبك عندنا نهار الاثنين او الثلاثاء من 10-6 Sefrou Medina
You are welcome to visit us Monday or Tuesdays. 10 - 6 p.m.

Example: 8.30 a.m.