



Shaping Sefrou - Project Brief

Organization: SAMA (Sefrou Association for Multidisciplinary Arts) is a non-profit organization dedicated to fostering arts, culture, and community development in Sefrou, Morocco. Located in the heart of the historic Medina, SAMA serves as a catalyst for positive change and social innovation.

Location: SAMA is situated in the ancient city of Sefrou, nestled in the foothills of the Middle Atlas Mountains. With its rich history and diverse cultural DNA, Sefrou provides a unique backdrop for artistic exploration and community engagement.

Social Landscape Needs: The social landscape of Sefrou, specifically the medina, faces various challenges and opportunities that require attention and action. Key needs include:

- **Socio-Economic Development:** With a lack of industry, aside from seasonal agriculture, Sefrou grapples with economic disparities and limited job opportunities, particularly in the Medina area. The region in its entirety suffers from a talent drain.
- **Community Empowerment:** There is a need for initiatives that empower local residents, especially youth, to actively participate in decision-making processes and community and city development.
- **Cultural Preservation:** The historic Medina of Sefrou needs preservation and revitalization efforts to safeguard its heritage, both tangible and intangible and cultural significance.
- **Environmental Sustainability:** Sefrou faces environmental challenges such as waste management issues and the need for green spaces and urban renewal projects.

By addressing these needs, Shaping Sefrou aims to create a more vibrant, inclusive, and sustainable community where residents can thrive and contribute to the city's cultural and economic vitality.

SAMA is currently in the initial stages of creating an art walk in Sefrou, alongside an open-air, community-based museum, as part of its commitment to fostering cultural engagement, increasing visitorship and community connection in the old city.

Statement of Change: Shaping Sefrou is a comprehensive and sustainable initiative aimed at empowering the youth of Sefrou through training in arts, cultural management, entrepreneurship, and engineering. Through a ten-month capacity-building program, participants are equipped with the skills and knowledge needed to actively contribute to the cultural and economic development of their community. The project also fosters inclusivity and innovation by providing opportunities for participants to create arts and cultural programming throughout the training period. Ultimately, Shaping Sefrou aims to cultivate a vibrant and sustainable creative industry in Sefrou while highlighting its rich cultural heritage.

Shaping Sefrou envisions a future where the ancient city of Sefrou emerges as a place of economic prosperity, community empowerment and cultural preservation. Through collaborative efforts and innovative initiatives, we aspire to transform the social landscape of Sefrou, fostering a sense of pride, belonging, and resilience among its residents. By harnessing the power of arts, culture, and sustainable development, we seek to create lasting positive change that reverberates throughout the old city and beyond, inspiring generations to come."



Aims

- Cultivate a new generation of cultural and arts entrepreneurs: Empower young Sefrouians with the skills, knowledge, and mindset necessary to establish and manage successful ventures in arts and cultural engineering.
- Promote innovation and creativity: Encourage participants to explore innovative approaches to arts and cultural management and engineering, fostering a dynamic and vibrant creative landscape in Sefrou.

- Foster sustainable development: Enable youth to leverage their talents and creativity to contribute to the economic, social, and cultural development of Sefrou through entrepreneurial ventures in the arts and cultural sectors.



Objectives

- ❖ Equip participants with cultural engineering skills: Provide training and resources to develop participants' abilities in project planning, the creation of civic entities, finance management, and project management specifically tailored to the arts and cultural sectors.
- ❖ Develop expertise in cultural and arts management: Offer specialized training in areas such as event planning, venue management, audience development, grant writing and fundraising or entrepreneurship within the context of cultural and arts programming.
- ❖ To empower participants to take an active role in shaping the cultural landscape of Sefrou by providing several opportunities for them to create arts and cultural programming throughout the 9-month training program.
- ❖ Cultivate engineering skills for the creative industries: Introduce participants to principles of design thinking, technology integration, and sustainable practices to innovate and engineer solutions within the cultural and arts sectors.
- ❖ Provide mentorship opportunities: Connect participants with experienced professionals and mentors in the cultural and arts industries, offering guidance, support, and access to valuable networks and resources.
- ❖ Encourage interdisciplinary collaboration: Facilitate opportunities for participants to collaborate across disciplines, fostering a culture of innovation and cross-pollination of ideas in cultural and arts entrepreneurship and engineering.
- ❖ Promote cultural heritage preservation: Emphasize the importance of preserving and promoting Sefrou's rich cultural heritage through entrepreneurial ventures that celebrate local traditions, crafts, and expressions.

- ❖ Foster community engagement and social impact: Encourage participants to develop projects and initiatives that address community needs and contribute positively to the social fabric of Sefrou through cultural and arts entrepreneurship and engineering.
- ❖ Empower participants to lead change: Inspire participants to become catalysts for positive change in Sefrou's cultural and creative ecosystem, driving innovation, growth, and sustainability in the arts and cultural sectors.

Potential Partners

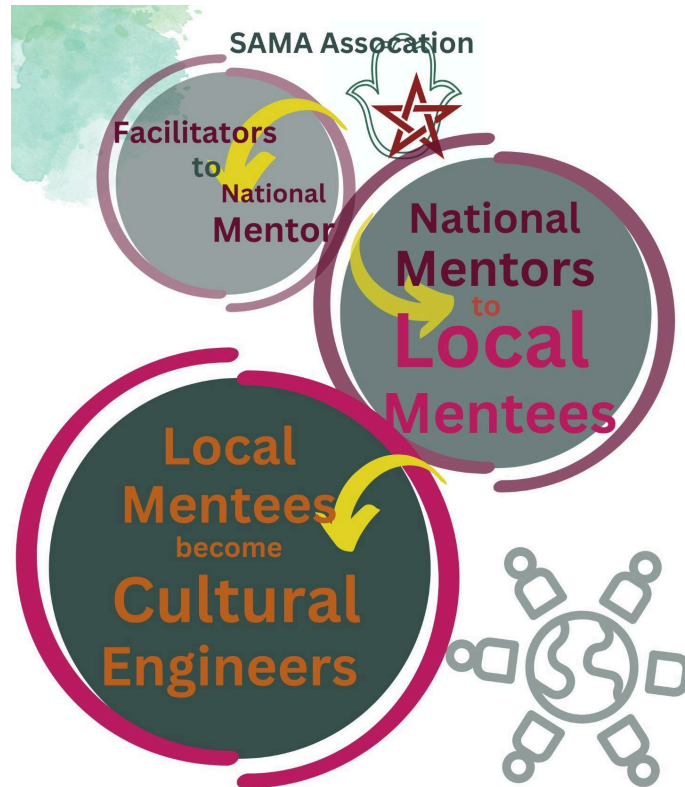
- O work, Coworking Space and Entrepreneur Hub, Fez, Morocco
- Museum of People and Cultures, Brigham Young University, USA
- The Human Edge, Mentorship Organisation, UK
- DabaTek, Sefrou, Morocco
- Culture Vultures, Sefrou, Fez
- Association Masque, Sefrou, Morocco.
- Local and National Cultural engineers / Entrepreneurs

Legacy and Sustainability

The sustainability of Shaping Sefrou's legacy rests on its ability to instill a sense of ownership and pride among local stakeholders, fostering a culture of active participation and investment in the city's cultural ecosystem. Through strategic planning, resource mobilization, and ongoing monitoring and evaluation, the project aims to build resilience and adaptability into its initiatives, ensuring their continued relevance and effectiveness in the years to come. Ultimately, the legacy of Shaping Sefrou will be defined by its lasting contributions to the cultural vitality, economic prosperity, and social cohesion of Sefrou and its residents.

Al Huddadine Coworking Space, the newly established hub in Sefrou's old city, serves as a pivotal asset in the holistic endeavor of Shaping Sefrou, fostering collaboration and innovation among cultural engineers and entrepreneurs. By providing a supportive ecosystem for creativity to flourish, Al Huddadine contributes significantly to the sustainable development and cultural enrichment of the community.





Local Cultural Engineers = A Strong, Bottom-up, Local Arts & Cultural Movement

Socioeconomic Impact

www.samasefrou.org

<https://linktr.ee/sama.morocco>

If you would like to take part, contribute, sponsor, or know more about this project contact us at

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