The Marketing of Social and Solidarity Economy in Morocco: Characteristics and Issues
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Abstract—We find ourselves facing a certain group of individuals belonging to marginalized populations who are experiencing a crisis of social link; SSE was conceived as a response to this exclusion to create wealth and employment, thus contributing to the national GDP (Gross Domestic Product). This reflects the essential role of the ESS, which in no way aims to replace the role of public authorities, but rather to give them considerable support.

Index Terms—Social and Solidarity Economy, Morocco, Marketing

INTRODUCTION
The term "Social and Solidarity Economy" is defined as an alternative mode of production that is increasingly highlighted in Morocco. This comes not only from traditional and old support but also from trends and developments that we know today on an international level.

We find ourselves facing a certain group of individuals belonging to marginalized populations who are experiencing a crisis of social link; SSE was conceived as a response to this exclusion to create wealth and employment, thus contributing to the national GDP (Gross Domestic Product).

The issue of employment, especially among young Moroccans, has seen a multiplication of efforts undertaken to ensure their socio-economic integration and create income-generating activities. This reflects the essential role of the ESS, which in no way aims to replace the role of public authorities, but rather to give them considerable support.

Moreover, several national programs have been launched in Morocco to guarantee access for the poorest populations to social services.
Take for example the drinking water supply programs for rural populations, NIHD (National Initiative for Human Development) …

The main challenge of the ESS is to overcome the urgency of the precarious conditions of work with a reinforcement of the organizational structures around these activities. This will naturally improve the image of Morocco in the dynamics of the ESS on an African level at first, and later on a global level.

The introduction of Morocco into the Economic Community of West African States (ECOWAS) requires an adapted marketing strategy so to position products on the market with well-targeted commercial actions. The authenticity of the country will obviously play well a key role in this vision by seeking to make consumers and citizens subscribe to the values of solidarity and naturally become ambassadors of the country.

In an increasingly capitalist world, companies that advocate for SSE need to double their efforts to prosper and grow socially and functionally. Marketing policies must then be original and effective to deal with an economy that only satisfies a minority.

Our communication will aim to study the various marketing approaches and policies that encourage the establishment of a Social and Solidarity Economy in the medium and long term. We will define the specificities of the ESS based on the experience of companies that have worked in this area, while analyzing the various issues that can hinder its success.

THE ESS IN MOROCCO: STATE OF THE PREMISES
Morocco as an actor involved more and more in this perspective of ESS will be the center of our communication to analyze its progress to implement this policy as well as the current marketing strategy followed to achieve it.

In view of the importance of the economic crisis which has spread over all countries, the states have had a limit of their
means and face new challenges in relation to poverty, unemployment and a deterioration of life quality. Faced with this situation, a new sector was created in 1980 to contribute to the resolution of these problems which is the social and solidarity economy, associations, cooperatives, and any enterprise which aim at solving social and economic problems. These institutes are characterized by a democracy in their governance and solidarity management: It is about sharing wealth with the aim of creating social and environmental equalities.

Depending on the geographical areas, the social and solidarity economy can take several names such as "non-profit organizations in the United States, or" Voluntary Sector "in Great Britain.

In the Maghreb, organizations that have developed in the context of the social and solidarity economy have gained ground in several sectors, whether in urban or rural areas. The fight against illiteracy, the support of social projects and the monitoring of local development projects are at the heart of the reflection of this vision.

With great potential, the sector would benefit from being valued in order to make it a vector of job creation and income. In Morocco, several public schemes were put in place following the creation in 2005 of the National Initiative for Human Development (INDH) to support and better structure the SSE sector.

Among the constraints encountered by organizations of the social and solidarity economy, we have mainly:

- The inadequacy of the legal framework with the social realities of the country.
- Lack of coordination between the different government departments and relevant state agencies
- The quantitative and qualitative weakness of human resources
- Working conditions are often precarious.
- Insufficient financial resources, which significantly reduces their projects
- Marketing problems of SSE sector products.

The ESS is not intended to replace the work done by state agencies and address alone socioeconomic dysfunction unresolved by the public and private spheres. However, the ESS sector acts in addition to the others, relying in particular on the innovative capacity of these organizations.

**CHARACTERISTICS AND ISSUES OF SSE IN MOROCCO**

Economic indicators in the Maghreb highlight growing gaps between societies and the sphere of the formal economy. Demographically, the Maghreb countries comprise 82 million inhabitants (32.5 million in Morocco, 38.5 million in Algeria and 10.8 million in Tunisia "World Bank, 2012". Population growth will increase in the coming years which will further intensify the pressure on the labor market. In 2030, demographic trends predict that young people in the Maghreb countries will be 80 million.

In Morocco, we are experiencing a major problem related to the development of the informal economy and the ESS is getting involved in this part more and more.

Indeed, the implementation of the Structural Adjustment Program (SAP) that came into being following agreements with the International Monetary Fund and the World Bank has resulted in a lack of progressive involvement of several economic sectors.

It should also be noted that since the launch of the National Development Initiative Human (INDH) in May 2005, organizations of the social and solidarity economy are increasingly active and intervene more: The needs of the populations are identified, and an improvement of the effectiveness of the impact of the projects was felt.

Relations between the public authorities and civil society actors show the level of overlap between the two. In Morocco, particularly in the 2000s, public policies began to play a major role in supporting the launch of initiatives and develop several sectors of activity. A strong distribution of grants and loans favored a growth model of a social solidarity economy.

The causes that prevailed at the emergence of the SSE sector are different from those that saw the SSE develop in the eighties in the Maghreb. In Morocco, anti-poverty initiatives are at the heart of the SSE. As the state alone is not able to
meet all the needs of society, SSE experiences tend to support all of its measures to combat the informal, popular or underground economy.

SSE in Morocco is a crisis of social link and exclusion according to the cleavages between rural / urban, poor / rich and inland / coastal. The main challenge is to overcome emergency response situations where precarious conditions are accumulating in the SSE sector.

Although poverty has declined considerably in the last two decades, a sizable part of the population remains in a precarious situation. The phenomenon is more worrying in rural areas where nearly fifteen people in every hundred are poor.

For the job market, the analysis shows that it suffers from a gap between the supply and demand of the labor force. Unemployment, especially among young graduates, is at a high level. Statistics in this area show a rate of around 9% in 2012. Several projects have been set up, especially at a local level, to encourage the emergence of new activities related to this developing sector. There is a potential for development that is not much exploited in terms of resources and in several sectors of activity (agriculture, crafts, tourism, fishing, etc.).

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