



## **Grassroots Solutions: Women Organizing in Morocco**

### **IMOW Curated Tours**

This tour focuses on the local, grassroots efforts of women in Morocco to prevent women's rights abuses. It features a slideshow showing how Moroccan women are working together to improve their community. The presentation package includes a downloadable multimedia slideshow, PowerPoint slides and a script.

The content in this presentation is part of the International Museum of Women's virtual *Economica* exhibition, which addresses the relationship between women and the global economy. To offer the audience more context about the museum and this project, we suggest presenting the *International Museum of Women: Exhibiting Change* tour or playing the related video prior to your presentation(s).

We encourage you to immerse yourself in the content, personalize it, and give the presentation your own flair. Presenters suggestions, approximate timing, and details about the tour follow.

[Note: The slideshows and related content for *Economica* are also available in Spanish on the IMOW website at [www.imow.org/economica](http://www.imow.org/economica)]

TOTAL LENGTH: 6 minutes, with Extension Ideas

ADDITIONAL MATERIALS TO DOWNLOAD from [www.imow.org/education/tours](http://www.imow.org/education/tours)

- "Changing Conditions" slideshow
- Presentation PowerPoint

### EQUIPMENT NEEDED

- Computer with Quicktime Player and Microsoft Office PowerPoint
- Projector
- Screen
- Audio/speakers
- Microphone

### SPEAKER TALKING POINTS

#### **Launch the PowerPoint presentation**



## Slide 1

Purpose: Brief introduction to the Museum

### Key Talking Points:

- The International Museum of women is an innovative virtual museum, offering online and physical experiences in multiple languages and locations. The museum acts a creative catalyst for social change, using art and multi-media to engage new worldwide audiences in activism for women's human rights.
- Its online exhibition ***Economica*** features multimedia slideshows that women's diverse roles in the global economy. This mini exhibition tour focuses on the localized efforts of women in Morocco to improve their quality of life.

## Slides 2-3

Purpose: Provide background information on women's rights in Morocco

### Key Talking Points:

- Morocco's economy is shifting from agriculture to mining and trade
  - Life is changing quickly for its citizens
- Nearly 90% of rural women are illiterate
- Women and girls are often forced into prostitution, sexual enslavement and other abusive situations

## Slides 4-5

Purpose: Provide background information for the slideshow "Changing Conditions"

### Key Talking Points:

- Case study: Association El Amane pour le Développement de la Femme
- Founded in 2002
- Co-founder Halima Oulami, she and her volunteers work from the neighborhood of Sidi Youssef Ben Ali
- Provides literacy and job training for marginalized and poor Moroccan women in addition to offering other support services like counseling and primary education



**Minimize PowerPoint, open Quicktime video**

**Play *Changing Conditions* slideshow (3 minutes)**

**Minimize Quicktime Player, switch back to PowerPoint presentation**

### **Slides 6-7**

Purpose: Offer some lessons learned

#### Key Talking Points:

- Association El Amane pour le Développement de la Femme is just one example of effective grassroots solutions:
- Women have solved many community problems through grassroots measures
  - These often include income-generating projects, skills-based training, education, literacy and legal advice
- Through grassroots efforts women have also influenced local economies
  - In farming communities in India women are saving seeds to resist multinational businesses that are trying to patent the seeds and sell them back to farmers at higher prices
  - In countries like Argentina, Denmark and Japan women have formed worker-owned cooperatives that run small businesses and factories

### **Slide 8**

Purpose: How to transform local change into global change

#### Key Talking Points:

- While women's community-based solutions are effective, they need to be paired with a voice at larger policy and decision-making tables in order to create lasting change
- Grassroots solutions can address immediate needs and provide short-term answers. But grassroots efforts can only be truly transformative if they also provide a training ground for women and give them a place in larger decision making
  - An example of a community activist who leveraged her experience to get a seat at decision making tables is Wangari Maathai, who has spent years organizing women



against massive deforestation in Kenya. In the process, she built a strong base of grassroots support for environmental issues and was elected to Parliament, later appointed Assistant Minister for the Environment, Natural Resources and Wildlife and became the first African woman to win the Nobel Peace Prize

## Slide 9

Purpose: Let audience know about related content on IMOW website

### Key Talking Points:

- Visit the International Museum of Women's website at [www.imow.org](http://www.imow.org) to find more information related to this issue. There you can browse Community Voices, which feature content from members of the IMOW community, listen to podcasts, access interviews with women's rights champions, read essays and reports written by experts and interact with various media and artistic pieces

To learn more about grassroots movements led by women, you can:

- View [photos taken by photojournalist Paola Gianturco](#) who visited the Barefoot College in India where she met African women who were being trained as solar engineers
- [Read an interview with Dolores Huerta](#), IMOW Global Council member and co-founder of the U.S.-based United Farm Workers union with César Chávez
- [Watch clips from ITVS's Women's Empowerment Collection](#), which features documentaries about four remarkable women from Bolivia, Kenya, Israel and Egypt

## Slide 10

Purpose: Provide tangible action items for audience members

### Key Talking Points:

- [Support the Afghan Institute of Learning](#), and organization founded and run by Afghan women
- [Participate in Iran's One Million Signatures](#) campaign at the Women's Learning Partnership to promote gender equity in Iran
- Spread the word about this important issue – talk to your family members, friends, and neighbors – make sure your voice is heard!
- Follow IMOW online



## EXPLORE MORE

- [Find organizations](#) that support grassroots initiatives and women's leadership development
- [Access additional stories](#) about women leading local and global change

## EXTENSION IDEAS

If you are looking for ways to extend your presentation beyond 6 minutes, below are a few suggestions. You can mix and match the ideas to fit your needs, or come up with your own!

- Play two or more *Economica* slideshows together; choose from any of the seven
- Pick articles to showcase from [World Pulse's Magazine](#)  
A few suggestions include: "[Made by Hand: Crafting a Global Movement](#)" about international markets; "[The High Stakes of Land](#)" which details women farmers' rights to their land; and "[Ten Ways to Give to Women and Girls](#)" which suggests giving to grassroots organizations.
- Show [The Girl Effect Video](#) (TRT: 3:00) which encourages viewers to "start the girl effect" and help keep young women out of poverty  
(*Note: this requires access to an internet connection*)
- Show clips from ITVS's [Women's Empowerment Collection](#), which features the films Taking Root, the story of Wangari Maathai and Waiting for the Revolution, about Jiovana Nava, a newly elected delegate to indigenous leader Evo Morales' revolutionary government in Bolivia  
(*Note: this requires access to an internet connection*)