

Scientific Program of the 5th Edition of the National Conference on Social and Solidarity Economy

Mohammed VI Polytechnic University – Ben Guerir

June 17–18, 2025

Day 1 – June 17, 2025

Schedule	Subject
08h30 - 09h45	Participant Reception and Registration
09h45 - 10h30	Visit of the Professional Exhibition Venue
10h30 - 11h30	OFFICIAL OPENING CEREMONY <ul style="list-style-type: none"> • National Anthem • Welcome speech by the Secretary of State in charge of Handicrafts and Social and Solidarity Economy. • Speech by the Head of Government • Speech by the Minister of Tourism, Handicrafts and Social and Solidarity Economy. • Address by the President of UM6P • The institutional film on SSE • Signing ceremony of cooperation agreements in the SSE field
11h30 - 11h45	Coffee Break
11h45 - 13h00	MINISTERIAL PANEL <p>Public Policies for SSE : Crossed perspectives and shared experiences</p> <p>"How can states strengthen their commitments to SSE in light of the UN resolution and the African Union's ten-year strategy to promote inclusive and sustainable local development?"</p>
13h00 - 14h30	Panel 2 : <p>Territorialization of SSE and Policy Convergence</p> <p>How can advanced regionalization help co-construct a social and solidarity economy that promotes equity and spatial justice?</p>
14h30 - 15h30	Lunch Break
15h30 - 17h00	Panel 3 : <p>International Cooperation and Innovative Financing for SSE</p> <p>What kind of cooperative ecosystem allows SSE to contribute to achieving the SDGs?</p>
17h00 - 18h30	Panel 4 : <p>Innovation and Academic Research in SSE</p> <p>SSE and social entrepreneurship: Towards what innovative and sustainable models?</p>

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Day 2 – June 18, 2025

Schedule	Subject
SEMINARS (*)	
9h00 - 10h30	Seminar 1: Governance and Legal-Institutional Framework
	Current Situation, Challenges, and Prospects of the Legal and Institutional Framework of SSE: Shared Experiences
	Seminar 2: Insurance and Social Protection
	SSE Actors and Workers: Status and Social Protection Schemes
	Seminar 3: Standards, Quality, and Labels
	SSE and the Revalorization of Cultural Heritage: Standards, Quality, and Labels
	Seminar 4: Digitalization and AI Serving SSE
	Digital Transformation of SSE Structures: Opportunities and Challenges
11h00 - 12h30	Seminar 5: Impact Financing and Investment
	Financial Innovations for SSE: Adapted, Sustainable Financing Mechanisms and Impact Measurement
	Seminar 6: Gender, Inclusion, and Youth
	SSE as a Lever for the Economic Empowerment and Inclusion of Women and Youth
12h30 - 14h00	Seminar 7: Entrepreneurship, Social Innovation, and Business Models
	Social and Solidarity Economy: Innovative Entrepreneurship Models and Support Mechanisms
	Seminar 8: Development of Territorial Value Chains
	The Role of SSE Ecosystem Stakeholders in Local Development

(*) The seminars will be held in several rooms at the Ibn Rochd Center.

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WORKSHOPS (*)	
9h00 - 10h30	Workshop 1
	Structuring the Licit Low Herbs Sector: Identifying Needs and Building Tailored Recommendations with Local Stakeholders
	Workshop 2
	The Social Incubator: An Innovative and Community-Based Mechanism for Promoting the Social and Solidarity Economy
	Workshop 3
	Cooperatives: From Traditional Models to Innovative and Export-Oriented Territorial Dynamics
11h00 - 12h30	Workshop 4
	Moderating a Session on Digital Inclusion and Secure Use of Digital Tools (e-Himaya)
	Workshop 5
	Financing and Inclusive Economic Models
	Workshop 6
	Digital Tools and Financial Inclusion
	Workshop 7
	SSE as a Lever for the Sustainable Empowerment of Women
12h30 - 14h00	Workshop 8
	Doctoral Research in Social and Solidarity Economy
	Workshop 9
	Presentation of Pan-African SSE Projects
12h30 - 14h00	Workshop 10
	Cooperative Principles Tested by the Reality of Family Cooperatives: Practices, Challenges, and Adaptation in the Moroccan Context

(*) The workshops will be held in several rooms at the Ibn Rochd Center and the Green Centre.

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MASTER CLASSES^(*)	
9h00 - 10h30	Master Class 1
	The Development of SSE at the International Level: Issues and Prospects
	Master Class 2
	From Informality to Impact: Formalization Solutions for SSE Entrepreneurs
	Master Class 3
	Transformative Entrepreneurship: Putting SSE Business Models to the Test
	Master Class 4
	Structuring and Optimizing Your SSE Project to Access Solidarity-Based Financing
11h00 - 12h30	Master Class 5
	Keys to Success: Governance and Marketing Strategy
	Master Class 6
	Crowdfunding for SSE Actors
	Master Class 7
	Leaders' Talk in the Field of Social and Solidarity Economy
	Master Class 8
	Financing Cooperatives and Microenterprises
12h30 - 14h00	Master Class 9
	Digitalization of Cooperatives' Business Processes
	Master Class 10
	Artificial Intelligence Serving the Social and Solidarity Economy
	Master Class 11
	Digital Marketing and E-commerce
	Master Class 12
	Integrating CSR Policies and Promoting SSE

(*) The Master classes will be held in several rooms at the Green Centre.

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Schedule	Subject
COACHING^(*)	
9h00 - 14h00	Speed Coaching
	workshops coachings
parallel sessions : BtoB & BtoC meetings	
FORUMS^(**)	
12h30 - 14h00	Forum 1
	Voices of SSE Organizations
	Forum 2
	Voices of the Regions
14h00 - 15h00	Lunch Break
15h00 - 16h00	Closing Session and Presentation of Recommendations

(*) The coaching workshops will be held in several rooms at the Green Centre.

(**) The forums will be held in several rooms at the Ibn Rochd Center.