

# Mouvement's Situations Catalog



## What is "Le Mouvement"?

Le Mouvement, launched in 2016, is a dynamic initiative aiming at unleashing the energies of the Group's employees by providing a fertile Safe Space for exploration. Driven by the Group's Purpose and values, and the desire to create a positive impact, employees form working teams called "Situations," to explore innovative ideas and deliver value for the Group and its ecosystem. To achieve this, the OCP Group provides these Situations with a comprehensive support system from the ideation phase to impact.



## What are the main objectives?

- 1 Unleash the creative potential of OCP employees.
- 2 Promote collective intelligence and innovation.
- 3 Support intrapreneurs in creating and developing Situations.
- 4 Establish favorable conditions to adaptability and transformation.



## Purpose of the current catalog

The purpose of the current catalog is to open the door for UM6P students to participate in Le Mouvement. It aims to provide opportunities for learning, professional development, and active contribution to Le Mouvement's Situations.

# Agenda

- Agriculture
- Ecosystem
- Digital
- Fertilizers & Farmers Solutions
- Sustainability
- Health & Safety
- Mining
- Energy
- Agro-food industry
- Blockchain
- Finance
- Culture
- Mechanical manufacturing
- Recycling
- Talent Development
- Knowledge Management
- Gaming
- Rock Solutions
- New ways of working
- Communication & Events
- Telecom



# Agriculture

# MOUVEMENT CONNECT



Situation name:

## Smart Farm

### Description:

Automating the daily activities of farmers by collecting essential farm information such as weather, soil moisture, water needs, NPK levels, etc. Enhancing and automating these processes to promote more efficient and sustainable agriculture, while encouraging the use of renewable energy in the agricultural sector.

### Domain:

Agriculture  
Digital

### Contact:

- KHIRI El Hassan - [H.KHIRI@ocpgroup.ma](mailto:H.KHIRI@ocpgroup.ma)



# Ecosystem



Situation name:

## Green Turismo

### Description:

Our Situation aims to specialize in ecotourism, specifically targeting the niche of two-wheeled tourism; motorcycles. By investing in this sector, we seize a unique opportunity to fill the gap in eco-friendly tourist establishments along routes frequented by bikers and travel enthusiasts in caravans or 4x4s seeking nature. As a major player in sustainable development, our company aims to offer sustainable and enriching travel experiences while respecting the environment and local communities.

### Domain:

Ecosystem

### Contact:

- MEFTAH Amine - [A.MEFTAH@ocpgroup.ma](mailto:A.MEFTAH@ocpgroup.ma)



Situation name:

**MiM (Made in Morocco)**

## Description:

Our initiative aims to design and implement a digital e-commerce platform to promote locally-made products bearing the Made In Morocco (MiM) label. This platform will sell products from cooperatives and associations within our ecosystem and neighboring regions.

## Domain:

Ecosystem  
Digital

## Contact:

- EL HAJI Khalid - [Khalid.ELHAJI@ocpgroup.ma](mailto:Khalid.ELHAJI@ocpgroup.ma)



Situation name:

## OCP Club Maker

### Description:

OCP Club Maker: Cultivating Moroccan High-Tech Innovation for the Africa of Tomorrow.

### Domain:

Ecosystème

### Contact:

- NASER Youssef - [naser@ocpgroup.ma](mailto:naser@ocpgroup.ma)



# Digital



Situation name:

**PiXel**

## Description:

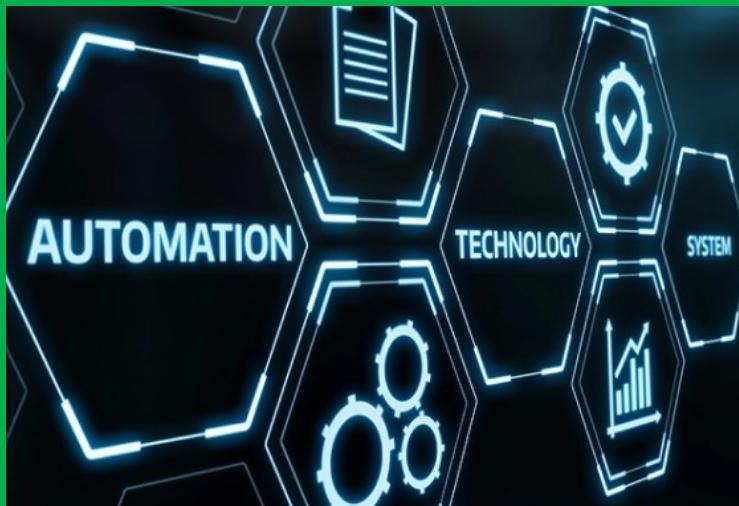
The changing landscape of phosphate mining today (emergence of new rock extraction capacities, increasingly unpredictable markets, variability in phosphate deposit structures...) requires a new approach to data-based information generation. PiXel is a project at the heart of OCP's vision; monetizing soil data through an untapped source of information: geospatial observations.

## Domain:

Digital

## Contact:

- EL MOUSSADIK Raouaa - [raouaa.elmousadik@ocpgroup.ma](mailto:raouaa.elmousadik@ocpgroup.ma)



Situation name:

## ExpertEase Automations

### Description:

Develop an internal capability to provide maintenance services for highly specialized technologies, which are not widely available on the African continent. Our service offerings include DCS systems, industrial systems cybersecurity, production line automation, automatic valve overhauls, and the development of an instrument metrology laboratory.

### Domain:

Digital

### Contact:

- DAROUICH Soufian - [DAROUICH.Soufian@ocpgroup.ma](mailto:DAROUICH.Soufian@ocpgroup.ma)



Situation name:

## SmartFleet

### Description:

The initiative aims to launch a startup specializing in fleet management services for companies with large vehicle fleets, including OCP. The system to be developed would collect and analyze data on vehicles, drivers, routes, and maintenance, using advanced algorithms to provide insights and recommendations. This would enable clients to improve operational efficiency, driver safety, and reduce costs.

### Domain:

Digital

### Contact:

- JALAL Yassine - [Y.Jalal@ocpgroup.ma](mailto:Y.Jalal@ocpgroup.ma)



Situation name:

## OCP Product Marketplace

### Description:

Our Situation aims to create an e-commerce platform (Marketplace) connecting players in the fertilizer and Specialty-Products market. Indeed, the e-commerce sector is currently experiencing rapid growth. The idea behind this Marketplace is to venture into a new digital B2B channel, as well as B2C, by integrating our customized products into it.

### Domain:

Digital

### Contact:

- EL GUEDDAH Chouaib - [Chouaib.ELGUEDDAH@ocpgroup.ma](mailto:Chouaib.ELGUEDDAH@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## OCP Virtual Museum

### Description:

OCP Virtual Museum (OVM) is an interactive museum space that will showcase the past, present, and future of the OCP Group, allowing us to experience over a century of its existence. The OVM will immerse visitors in OCP's history, offering an unforgettable experience through virtual tours of OCP sites by integrating various VR, AR, and AI technologies, and allowing us to appreciate artworks and paleontological collections.

### Domain:

Culture  
Digital

### Contact:

- BOUTAYEB JAOUAD - [J.BOUTAYEB@ocpgroup.ma](mailto:J.BOUTAYEB@ocpgroup.ma)



Situation name:

## Drone@OCP

### Description:

Drone@OCP aims to make drone technology more accessible within the group, for activities ranging from maintenance to production to security and health-safety-environment (HSE). By integrating drone data with artificial intelligence capabilities, processing becomes precise and automated.

### Domain:

Digital

### Contact:

- BENFATIH Youness - [Y.BENFATIH@ocpgroup.ma](mailto:Y.BENFATIH@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## SBU's Drone use

### Description:

The situation involves developing regulations for the treatment of aerial images of SBU for the purposes of preserving and protecting the industrial heritage and private property of the OCP Group. The use of drones has significantly evolved over the years, with drones becoming increasingly popular for various applications across different industrial sectors.

### Domain:

Digital

### Contact:

- EL MANSOURI Anass - [Anass.ELMANSOURI@ocpgroup.ma](mailto:Anass.ELMANSOURI@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## Dragline's boom inspection

### Description:

The situation aims to use drones or high-performance cameras to secure and facilitate the inspection of arrows.

### Domain:

Digital

### Contact:

- EL BARAKA Yassine - [yassine.elbaraka@ocpgroup.ma](mailto:yassine.elbaraka@ocpgroup.ma)



Situation name:

## Digital For All

### Description:

Establishment of a Training and Support Center for employees to succeed in the digital transformation within the Group and the ecosystem...

### Domain:

Digital

### Contact:

- RIAHI Yassine - [yassine.riahi@ocpgroup.ma](mailto:yassine.riahi@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## HR AI

### Description:

Setting up an AI tool that consolidates all notes, service orders related to HR processes, and best practices to mitigate knowledge and HR expertise loss within the group.

### Domain:

Digital

### Contact:

- DADI Nour Elhouda - [NourElhouda.DADI@ocpgroup.ma](mailto:NourElhouda.DADI@ocpgroup.ma)



Situation name:

## Nautical Business Solutions

### Description:

Creating a company under intrapreneurship aimed at meeting the growing needs of OCP and the maritime sector for technical and operational expertise. This company will provide consulting and support services to shipowners, maritime companies, port operators, and logistics chain actors.

### Domain:

Digital

### Contact:

- CHAKIK NOUR EDDINE - [N.CHAKIK@ocpgroup.ma](mailto:N.CHAKIK@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## DigiDiag

### Description:

Implementation of "Remote Digital Diagnosis OCP" allows real-time monitoring of construction site conditions, identifying electrical or mechanical failures and operational metrics like engine temperature and oil pressure. Authorized local technicians can troubleshoot issues remotely, reducing travel costs, downtime, and improving operational efficiency. This approach supports OCP's strategic goals, enhancing annual throughput and minimizing labor, fuel, and maintenance expenses.

### Domain:

Digital

### Contact:

- YOUSFI Youssef - [y\\_yousfi@ocpgroup.ma](mailto:y_yousfi@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## Knowledge Market

### Description:

Setting up a digital platform (Knowledge Market) that allows industry experts to sell their expertise in specific sectors, facilitating both knowledge transfer and succession planning.

### Domain:

Digital

### Contact:

- BENTALEB Ilham - [I.BENTALEB@ocpgroup.ma](mailto:I.BENTALEB@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

تعاونو

## Description:

Helping cooperatives sell their products by setting up a platform or stands at OCP sites dedicated to OCP employees.

## Domain:

Digital

## Contact:

- GAROHE Rachid - [garohe@ocpgroup.ma](mailto:garohe@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## ConnectStore

### Description:

ConnectStore leverages IoT and AI to anticipate and optimize inventory management, turning challenges into opportunities and ensuring agility and sustainable profitability.

### Domain:

Digital

### Contact:

- CHLIH Abdelmoghit - [a.chlih@ocpgroup.ma](mailto:a.chlih@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## Tacit Knowledge

### Description:

The situation involves setting up a digital inter-company learning platform focused on transferring tacit knowledge within OCP, going beyond traditional training methods. This strategic initiative specifically targets enhancing employees' ability to share and acquire informal knowledge crucial for daily operations. The platform will provide real-time, on-the-job assistance tailored to the specific competence gaps of OCP employees and subcontractors.

### Domain:

Digital

### Contact:

- FALIOUNI Naoual - [faliouni@ocpgroup.ma](mailto:faliouni@ocpgroup.ma)



# Fertilizers & Farmers Solutions



Situation name:

**VitroPlante**

## Description:

The situation will specialize in plant biotechnologies, primarily focusing on in vitro cultures for the multiplication, regeneration, and growth of plants in the laboratory. These cultures are conducted without soil, in sterile and highly controlled conditions, using closed flasks or tubes, on solid or liquid synthetic media containing mineral salts, an energy source, and adjuvants.

## Domain:

Fertilizers & Farmers Solutions

## Contact:

- BAHIA Ossama - [Ossama.BAHIA@ocpgroup.ma](mailto:Ossama.BAHIA@ocpgroup.ma)



Situation name:

**NexusGrow**

## Description:

Sustainable agriculture through innovative black soldier fly farming, transforming organic waste into valuable manure-based fertilizers and high-quality animal feed, while empowering local communities with scalable and eco-friendly solutions for food production and waste management.

## Domain:

Fertilizers & Farmers Solutions

## Contact:

- KASRI Mohamed Amine - [m.kasri@ocpgroup.ma](mailto:m.kasri@ocpgroup.ma)



Situation name:

## Agri AI

### Description:

Agri AI aims to be a startup that offers a powerful digital tool for farmers, enabling small-scale farmers to verbally communicate their problems, receive accurate diagnostics, and get effective solutions. Other tools such as Agri AI 4 Diseases, Nutrient Deficiencies, Weeds, and NDVI are being developed by our initiative to expand Agri AI's functionalities. The multilingual capability of this solution helps overcome barriers to the adoption of new technologies by farmers.

### Domain:

Fertilizers & Farmers Solutions

### Contact:

- BERORO Ziad - [Z.BERORO@ocpgroup.ma](mailto:Z.BERORO@ocpgroup.ma)



Situation name:

## AquaPhos Nutrition

### Description:

The development and commercialization of a phosphate-based fish feed for the aquaculture industry, with a particular focus on sustainability, economic efficiency, and reducing environmental impact.

### Domain:

Fertilizers & Farmers solutions

### Contact:

- BENDRISS Anas - [Anass.BENDRISS@ocpgroup.ma](mailto:Anass.BENDRISS@ocpgroup.ma)



Situation name:

**OCP NutriWide**

## Description:

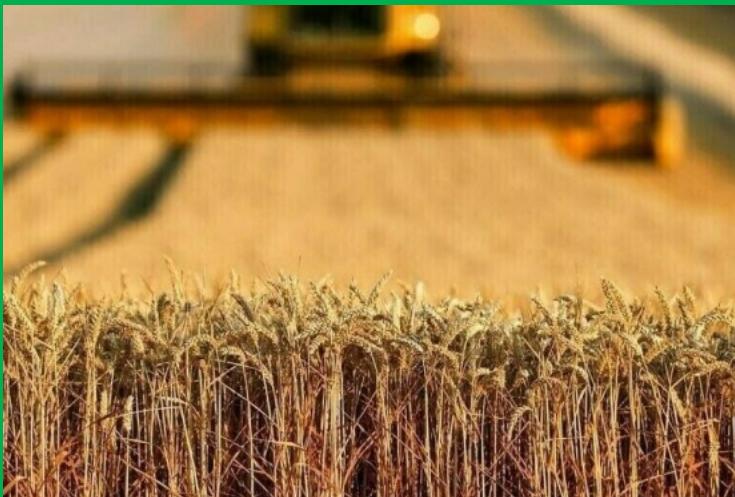
Our initiative will specialize in the agri-food sector, covering the value chain from fertilizer production to the marketing of agricultural products.

## Domain:

Fertilizers & Farmers Solutions

## Contact:

- KHILAFI Yaslam - [KHILAFI@ocpgroup.ma](mailto:KHILAFI@ocpgroup.ma)



Situation name:

## Harvesting Extension Services

### Description:

An industrial startup specialized in the design and manufacture of high-quality and affordable harvesting equipment. Establishing strategic partnerships to expand its services and capitalize on the projected global growth in agro-equipment sales, with a particular emphasis on robotics.

### Domain:

Fertilizers & Farmers Solutions

### Contact:

- Lamia HOUSNI - [l.housni@ocpgroup.ma](mailto:l.housni@ocpgroup.ma)



Situation name:

## Smart Product Azolla 4 Farmer (SPA4F)

### Description:

The project aims to establish industrial units for producing Azolla, a nutritious aquatic fern, as sustainable livestock feed. By using recycled materials, it promotes environmental sustainability and reduces waste. Azolla's rapid growth and high protein content make it an excellent, eco-friendly alternative to traditional livestock feed.

### Domain:

Fertilizers & Farmers Solutions

### Contact:

- BOURZIGUI Abdelmounaim - [BOURZIGUI@ocpgroup.ma](mailto:BOURZIGUI@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## AquaNourishFlow

### Description:

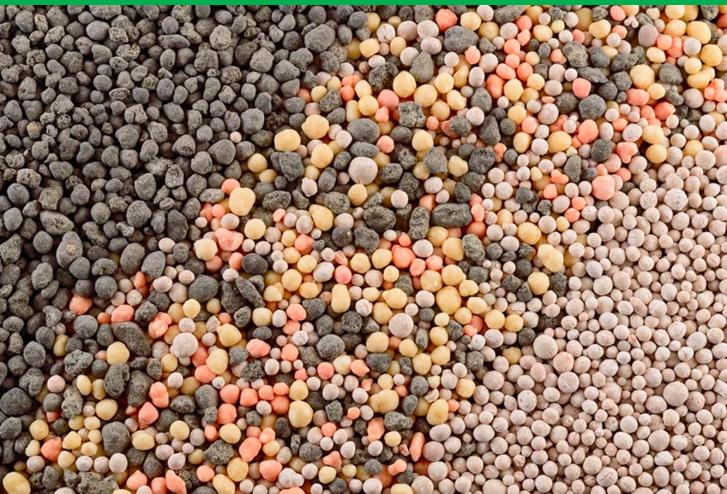
With an annual global demand growth rate of 7%, this product would offer significant added value. Typical margins in the liquid fertilizer industry generally range between 20% and 40%, depending on various factors such as production, distribution, and marketing costs, as well as market demand and competition.

### Domain:

Fertilizers & Farmers Solutions

### Contact:

- RACHED FILALI Imad - [i.filali@ocpgroup.ma](mailto:i.filali@ocpgroup.ma)



Situation name:

## DROMAPHOS

### Description:

Producing fertilizers with a new formula that conserves natural resources through storing all the necessary nutrients (water, fertilizers, and oxygen) for a plant around its root zone through rational nutrition (Camel farming).

### Domain:

Fertilizers & Farmers Solutions

### Contact:

- KHADRAOUI Mohammed - [KHADRAOUI@ocpgroup.ma](mailto:KHADRAOUI@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## OCP Customization Solutions

### Description:

The "OCP Customization Solutions" situation involves working on personalizing the experience of OCP's customers by building a "Toolbox" dedicated to users of different hierarchical levels (managerial, tactical, and operational) across various stages of the value chain, as well as users in entities such as "Commercialization, quality management, marketing development, research and development, etc." Our toolbox will contain applications, portals, databases, as well as publications and documents for consultation.

### Domain:

Fertilizers & Farmers Solutions

### Contact:

- DAIHI Dadaie - [dadaie.daihi@ocpgroup.ma](mailto:dadaie.daihi@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## NutriWings

### Description:

Development of sustainable dietary supplements based on edible insects, utilizing organic waste valorization.

### Domain:

Fertilizers & Farmers Solutions

### Contact:

- NAFIZI Chrif - [nafizi@ocpgroup.ma](mailto:nafizi@ocpgroup.ma)



# Sustainability



Situation name:

## OCP Circular Technology

### Description:

OCP Circular Technology aims to transform waste and by-products into valuable resources, thereby enhancing the group's value and reducing environmental impact. By innovatively managing and recycling waste, it introduces a circular economy approach. Additionally, the initiative seeks to create a business focusing on magnesium extraction from brines, dolomite production from waste materials, and low-cost fertilizer production using phosphogypsum.

### Domain:

Sustainability

### Contact:

- EL MESNAOUI El houcine  
[E.ELMesnaoui@ocpgroup.ma](mailto:E.ELMesnaoui@ocpgroup.ma)



Situation name:

## CleanTech Solutions

### Description:

The Situation aims to develop the biodiesel business in Morocco from a variety of raw materials and to create a business of bio-coating fertilizers using algae.

### Domain:

Sustainability

### Contact:

- FARRIE Youssef - [Youssef.FARRIE@ocpgroup.ma](mailto:Youssef.FARRIE@ocpgroup.ma)



Situation name:

## Green Shipping

### Description:

This project aims to actively contribute to decarbonization efforts. Given that Green Hydrogen, along with captured CO<sub>2</sub>, is the main raw material for the production of eMethane/eMethanol, there is potential to establish a local refueling center for next-generation ships.

### Domain:

Sustainability

### Contact:

- BENNIS Wafaa - [W.BENNIS@ocpgroup.ma](mailto:W.BENNIS@ocpgroup.ma)



Situation name:

**BiOliveGas**

## Description:

Valorization of olive pomace through anaerobic digestion at OCP wastewater treatment plants. Anaerobic digestion, or methanization, is the process that converts energy from organic waste into biogas.

## Domain:

Sustainability

## Contact:

- ITTOCHANE Mohamed - [Mohamed.ITTOCHANE@ocpgroup.ma](mailto:Mohamed.ITTOCHANE@ocpgroup.ma)



Situation name:

**IMPACTIFY**

## Description:

Create a startup that will develop an assessment tool with a rating system designed to help project leaders with a sustainability dimension to design and deliver sustainable industrial projects from design to delivery. This tool will include information collection, risk mapping, impact assessment, and decision support, enabling users to design and manage industrial projects in compliance with standards and best practices.

## Domain:

Sustainability

## Contact:

- Ismail KARFAL - [I.KARFAL@ocpgroup.ma](mailto:I.KARFAL@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## WASTPHOS

### Description:

Valorization of waste from phosphate processing methods, especially sludges from the Washing and Flotation processes. This valorization focuses on recovering potentially exploitable elements.

### Domain:

Sustainability

### Contact:

- BOULZOUGUI Salaheddine - [boulzougui@ocpgroup.ma](mailto:boulzougui@ocpgroup.ma)



Situation name:

**OCP AlgoBiotech**

## Description:

Valorization of captured CO<sub>2</sub> and industrial effluents at the Jorf Lasfar chemical complex to produce biostimulants and biodiesel through microalgae cultivation.

## Domain:

Sustainability

## Contact:

- Mehdi Amry - [mehdi.amry@ocpgroup.ma](mailto:mehdi.amry@ocpgroup.ma)



Situation name:

## Green buildings

### Description:

To adopt an environmental approach in construction projects to achieve green buildings and reduce carbon footprint. To enhance the energy efficiency of the group's existing buildings.

### Domain:

Sustainability

### Contact:

- IRAQI Latifa - [liraqi@ocpgroup.ma](mailto:liraqi@ocpgroup.ma)



Situation name:

## TerreVita

### Description:

The situation allows for the valorization of topsoil and its commercialization.

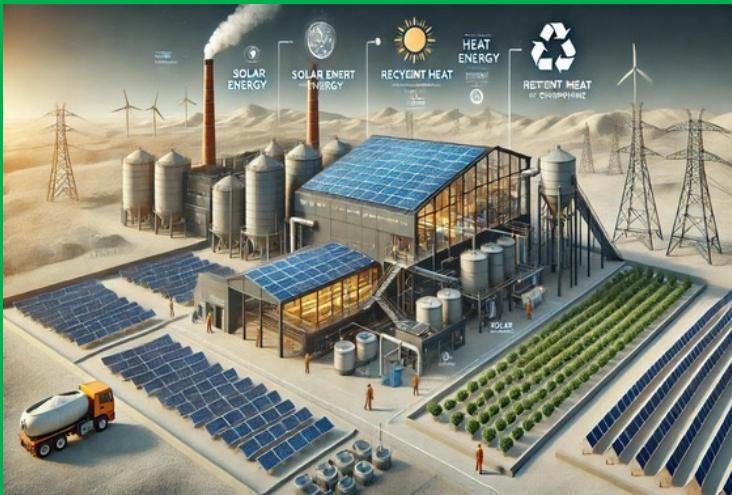
### Domain:

Sustainability

### Contact:

- MARZOUKI Ayyoub - [ayyoub.marzouki@ocpgroup.ma](mailto:ayyoub.marzouki@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## SunDry Phosphate

### Description:

Proposal to explore alternatives to fuel oil for phosphate drying, focusing on a cleaner and more cost-effective energy source. Integration of solar energy in the drying process and utilization of latent heat from chimneys for fuel oil tracing are being considered.

### Domain:

Sustainability

### Contact:

- Echchantoufi Mohamed -  
[mohamed.echchantoufi@ocpgroup.ma](mailto:mohamed.echchantoufi@ocpgroup.ma)



# Health & Safety

# MOUVEMENT CONNECT



Situation name:

## Phosphorus4Health

### Description:

This initiative involves exploring new applications of purified phosphoric acid in the healthcare field. By purifying phosphoric acid to high levels of quality, we are paving the way for innovative uses in medical applications such as drug manufacturing, medical treatments, and medical devices.

### Domain:

Health & Safety

### Contact:

- KHAIRY Nesreallah - [N.KHAIRY@ocpgroup.ma](mailto:N.KHAIRY@ocpgroup.ma)



Situation name:

## Disease Checker

### Description:

Disease Checker is an innovative platform that utilizes AI for predictive disease detection, inspired by the advancements of IoT in industrial monitoring. It analyzes structured data and images using machine learning to predict pathologies, ranging from melanoma detection to predicting fat percentage.

### Domain:

Health & Safety

### Contact:

- AIT LAHBIB Faical - [FaicalAITLAHBIB@ocpgroup.ma](mailto:FaicalAITLAHBIB@ocpgroup.ma)



Situation name:

## Disease Checker

### Description:

Disease Checker is an innovative platform that utilizes AI for predictive disease detection, inspired by the advancements of IoT in industrial monitoring. It analyzes structured data and images using machine learning to predict pathologies, ranging from melanoma detection to predicting fat percentage.

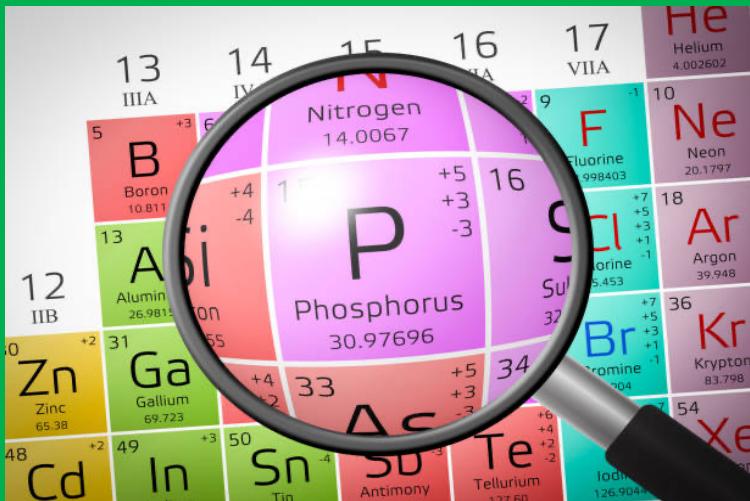
### Domain:

Health & Safety

### Contact:

- AIT LAHBIB Faical - [FaicalAITLAHBIB@ocpgroup.ma](mailto:FaicalAITLAHBIB@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## Hacking Phosphate Health Applications

### Description:

The idea of the Situation is to utilize phosphates in the healthcare sector (dentistry, orthopedics, anticancer therapies) and nutrition (dietary supplements). Challenges include valorizing phosphates and combating malnutrition. Although projects have been initiated, they are not yet ready for commercialization. Exploring this avenue is crucial for diversifying the Group's activities.

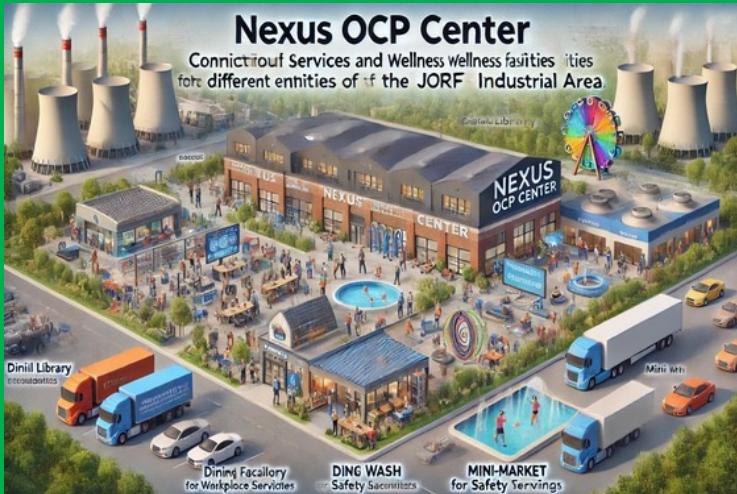
### Domain:

Health & Safety

### Contact:

- ARJI Mohamed - [Mohamed.ARJI@ocpgroup.ma](mailto:Mohamed.ARJI@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## NEXUS OCP Center

### Description:

The objective of NEXUS is to improve the professional life of OCP staff, reduce the absenteeism and stress rate, increase staff productivity and reproducibility, and avoid the risks of workplace accidents.

### Domain:

Health & Safety

### Contact:

- LEBBAR Nacira - [N.LEBBAR@ocpgroup.ma](mailto:N.LEBBAR@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## Break Delivery

### Description:

The initiative aims to establish a platform for preparing and distributing meals at industrial workplaces, ensuring food safety, nutritional variety, and worker satisfaction.

### Domain:

Health & Safety

### Contact:

- BOKHRISS Hafid - [hafid.bokhriss@ocpgroup.ma](mailto:hafid.bokhriss@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## OCP GeoSecure

### Description:

Setting up a geolocation system for personnel within OCP's industrial facilities to enhance access management, security, and operational efficiency. This system has the potential to transform access management and security within OCP's industrial installations. By integrating technologies such as RFID, GPS, BLE, and Wi-Fi, and utilizing a robust communication infrastructure, this system can provide valuable insights and enhance operational efficiency.

### Domain:

Health & Safety

### Contact:

- LMSSKINI Abderrahmane - [abderrahmane.lmsskini@ocpgroup.ma](mailto:abderrahmane.lmsskini@ocpgroup.ma)



# Mining



Situation name:

**AttracParc**

## Description:

The initiative aims to address the challenge of rehabilitating OCP Group's mining sites by transforming them into amusement parks and museums. This project seeks to generate revenue, create local jobs, and establish new partnerships, notably with entities like Disneyland, to maximize economic and social success opportunities.

## Domain:

Mining

## Contact:

- LAOUANE Khalil - [khalil.laouane@ocpgroup.ma](mailto:khalil.laouane@ocpgroup.ma)



Situation name:

## OCP Global Mining Ventures

### Description:

The objective of OCP GMV, our initiative, is to build a sustainable system to revolutionize the mining sector at both the national and African levels by combining the expertise of OCP and UM6P. Among other goals, it aims to position OCP as a pioneer in emerging fields, such as the exploitation of natural hydrogen and strategic metals.

### Domain:

Mining

### Contact:

- DAAFI Youssef - [DAAFI@ocpgroup.ma](mailto:DAAFI@ocpgroup.ma)



Situation name:

## ReMine Solutions

### Description:

The exploited mining sites offer a strategic opportunity for the Group, aligned with its goals of reducing Carbon Footprint and diversifying activities. We aim to transform these sites into structured spaces, promoting sustainable development and creating local jobs. Our community commitment translates into positive integration within the surrounding territories.

### Domain:

Mining

### Contact:

- BALAFREJ Mouna - [m.balafrej@ocpgroup.ma](mailto:m.balafrej@ocpgroup.ma)



Situation name:

## Dust Stop

### Description:

The subject of the situation is the significant reduction of dust on roads and mining tracks.

### Domain:

Mining

### Contact:

- AATIF Achraf - [achraf.aatif@ocpgroup.ma](mailto:achraf.aatif@ocpgroup.ma)



# Energy



Situation name:

## Nuclear Energy & Desalination

### Description:

This initiative focuses on the implementation of Small Modular Nuclear Reactors in Morocco to provide a reliable and sustainable energy source for seawater desalination units. By leveraging SMRs, the project seeks to address the growing demand for freshwater in the region while promoting clean energy solutions.

### Domain:

Energy

### Contact:

- Abdelhakim AATCHANA - [A.AATCHANA@ocpgroup.ma](mailto:A.AATCHANA@ocpgroup.ma)



Situation name:

## BioEnergy Solutions

### Description:

Our initiative aims to produce biogas, a renewable energy obtained through the anaerobic fermentation of organic waste. This process will enable the production of methane, a clean gas, which can be converted into electricity and heat in four steps: earthworks and sealing, drainage, leachate collection, and biogas conversion.

### Domain:

Energy

### Contact:

- JABRI Mustapha  
[M.JABRI@ocpgroup.ma](mailto:M.JABRI@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

**SMR**

## Description:

The situation involves using nuclear energy for seawater desalination through small modular reactors with capacities ranging from 30 to 300 megawatts. Desalination relies on highly energy-intensive technologies, necessitating the use of large-scale, carbon-free energy sources such as nuclear power. This initiative aims to ensure essential access to clean water and combat climate change while adhering to sustainability commitments towards achieving a "net-zero emissions" goal.

## Domain:

Energy

## Contact:

- AATCHANA Abdelhakim - [a.aatchana@ocpgroup.ma](mailto:a.aatchana@ocpgroup.ma)



# Agro-food industry



Situation name:

**FOOD'X**

## Description:

The situation aims to produce high-value-added ingredients on an industrial scale for the food industry and other sectors by processing and enhancing Moroccan and African agricultural products, covering various sectors such as cereals, vegetable farming, and arboriculture.

## Domain:

Agro-food industry

## Contact:

- GHALFI Hakim - [Hakim.GHALFI@ocpgroup.ma](mailto:Hakim.GHALFI@ocpgroup.ma)



# Blockchain



Situation name:

## Blockchain Center of Excellence (CoE)

### Description:

The initiative aims to create a Blockchain Center of Excellence (CoE) to integrate this innovative technology into our operations, thereby enhancing transparency, efficiency, and security. This center will catalyze innovation and research, optimize processes, develop internal expertise, and position our group and its ecosystem as leaders in the adoption of blockchain technology.

### Domain:

Blockchain

### Contact:

- ARKOUBI Walid - [walid.arkoubi@ocpgroup.ma](mailto:walid.arkoubi@ocpgroup.ma)



# Finance



Situation name:

## Simple Captive

### Description:

Setting up a captive insurance to negotiate directly with local and international companies, eliminating intermediaries. Using AI, ML, data analytics, and generative AI to optimize contract and claims management, aiming for better negotiation of insurance premiums for the group.

### Domain:

Finance

### Contact:

- RAHMI Yassine  
[yassine.rahmi@ocpgroup.ma](mailto:yassine.rahmi@ocpgroup.ma)



## Beyond Budgeting



Situation name:

## Beyond Budgeting

### Description:

Reinventing the group-level budgeting operating model.

### Domain:

Finance

### Contact:

- ELAOUNI Firas - [firas.elouni@ocpgroup.ma](mailto:firas.elouni@ocpgroup.ma)



# Culture

# MOUVEMENT CONNECT



Situation name:

## OCP Virtual Museum

### Description:

OCP Virtual Museum (OVM) is an interactive museum space that will showcase the past, present, and future of the OCP Group, allowing us to experience over a century of its existence. The OVM will immerse visitors in OCP's history, offering an unforgettable experience through virtual tours of OCP sites by integrating various VR, AR, and AI technologies, and allowing us to appreciate artworks and paleontological collections.

### Domain:

Culture  
Digital

### Contact:

- BOUTAYEB JAOUAD - [J.BOUTAYEB@ocpgroup.ma](mailto:J.BOUTAYEB@ocpgroup.ma)



# Mechanical manufacturing



Situation name:

## Speed Variators

### Description:

The design and local manufacturing of industrial variable speed drives represent a significant strategic opportunity. Leveraging local expertise in electrical engineering and control systems of high-speed asynchronous and synchronous machines, this initiative aims to provide customized and optimized solutions, thereby reducing dependence on external suppliers.

### Domain:

Mechanical manufacturing

### Contact:

- LOUIZAT Ayoub - [Ayoub.LOUIZAT@ocpgroup.ma](mailto:Ayoub.LOUIZAT@ocpgroup.ma)



Situation name:

## SMART Convoyers

### Description:

Our situation project involves designing and manufacturing conveyors that do not include conveyor belts or idler rollers, distinguishing it from currently used models.

### Domain:

Mechanical manufacturing

### Contact:

- SARGALI Youssef - [sargali@ocpgroup.ma](mailto:sargali@ocpgroup.ma)



Situation name:

## FabriPhos

### Description:

Study, improve, and manufacture specific spare parts for OCP production units, leveraging capitalized expertise, reverse engineering of parts, and know-how in mechanical manufacturing while optimizing costs and delivery times.

### Domain:

Mechanical manufacturing

### Contact:

- OUASSIL Amine - [OUASSIL.Amine@ocpgroup.ma](mailto:OUASSIL.Amine@ocpgroup.ma)



# Recycling



Situation name:

## Rock Paper

### Description:

The project aims to transform phosphate tailings into an eco-friendly material to produce sustainable stone paper. By utilizing advanced purification techniques, the tailings are converted into calcium carbonate, then mixed with a non-toxic resin to create smooth and water-resistant paper.

### Domain:

Recycling

### Contact:

- EL GANA Mohamed Younes - [Younes.ELGANA@ocpgroup.ma](mailto:Younes.ELGANA@ocpgroup.ma)



Situation name:

**SALINA**

## Description:

Valorization of desalination plant effluents for the extraction of sea salt for industrial or domestic purposes.

## Domain:

Recycling

## Contact:

- BARJ Mohamed - [M.BARJ@ocpgroup.ma](mailto:M.BARJ@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## Algae Valo

### Description:

The situation aims to create an income-generating activity for several women and young girls who are seaweed gatherers from the cooperative, by valorizing marine waste and rejects for animal nutrition and as a soil fertility supplement.

### Domain:

Recycling

### Contact:

- GOTAR Abdelmajid - [a.GOTAR@ocpgroup.ma](mailto:a.GOTAR@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## ARGIPHOS

### Description:

Valorization of fine tailings from the wet processing of phosphate ore (washing, grinding, and flotation) in the phosphoric acid manufacturing process and other methods currently under development.

### Domain:

Recycling

### Contact:

- OUSSFAN Ali - [A.OUSSFAN@ocpgroup.ma](mailto:A.OUSSFAN@ocpgroup.ma)



# Talent Development

# MOUVEMENT CONNECT



Situation name:

## FlexTalents

### Description:

FlexTalent operates as a dynamic marketplace connecting employees with distinctive skills and expertise to internal projects and departments that require those specific competencies.

### Domain:

Talent Development  
Digital

### Contact:

- JIHANE Chaimaa - [chaimaa.jihane@ocpgroup.ma](mailto:chaimaa.jihane@ocpgroup.ma)



Situation name:

**Move your potential**

## Description:

Creating a human and organizational development center at the SAFI site to enhance individual quality of being, foster championship teams characterized by harmony, and cultivate a vibrant organization.

## Domain:

Talent Development

## Contact:

- INOUSS Laila - [inouss@ocpgroup.ma](mailto:inouss@ocpgroup.ma)



Situation name:

## OCP Got Talent

### Description:

Beyond their technical and professional skills, our employees often possess extraordinary talents. Our initiative aims to showcase the hidden talents within our group by providing a platform for them to express themselves freely and reach their full potential.

### Domain:

Talent Development

### Contact:

- BEJJA Rachid - [r.bejja@ocpgroup.ma](mailto:r.bejja@ocpgroup.ma)



# Knowledge Management



Situation name:

## EPIS OF THE FUTUR

### Description:

The objective of the situation is to address the issue of employability and professional integration of young graduates from universities and major schools due to the mismatch between their training and the requirements of the job market.

### Domain:

Knowledge Management

### Contact:

- AIT HASSAIN Abdelaziz - [Abdelaziz.AITHASSAIN@ocpgroup.ma](mailto:Abdelaziz.AITHASSAIN@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## ClearConcept

### Description:

Production of simplified content, such as infographics and motion design videos. Our main objective is to share information on complex subjects in a simplified manner, making it accessible to all stakeholders. Our ambition is to ensure everyone's involvement in the exploration process and to enhance the efficiency of individuals in their operational tasks through a better understanding of the group's processes and concepts.

### Domain:

Knowledge Management

### Contact:

- Belkabri Khalil - [k.belkabri@ocpgroup.ma](mailto:k.belkabri@ocpgroup.ma)



Situation name:

## E-Library

### Description:

Creation of a multimedia library aimed at sharing knowledge globally, with a specific focus on procurement.

### Domain:

Knowledge Management

### Contact:

- ERRAJI Nabil- [na.erraji@ocpgroup.ma](mailto:na.erraji@ocpgroup.ma)

# MOUVEMENT CONNECT



Situation name:

## Dev'l'Up

### Description:

The initiative aims to provide tailored support to as many employees as possible. Through a variety of disciplines such as coaching, sophrology, hypnosis, and many others, this approach helps each individual become the best version of themselves and fully unleash their potential, both personally and professionally.

### Domain:

Knowledge Management

### Contact:

- ALAMI OUALI Younes - [younes.ouali@ocpgroup.ma](mailto:younes.ouali@ocpgroup.ma)



Gaming

# MOUVEMENT CONNECT



Situation name:

**Gaming @OCP**

## Description:

Proposal to promote the learning of technical or scientific skills through video games. Video games now hold an important and significant place. Beyond mere entertainment, they have become tools of artistic expression, means of learning, and vectors of social connection. They have proven their value as educational tools. Many games are designed to teach specific skills, whether they be concepts of strategy, problem-solving, or even historical and scientific knowledge. This immersion fosters engagement and stimulates imagination. They allow players to connect and collaborate with others around the world, thus promoting the development of social skills, cooperation, and even the creation of strong virtual communities.

## Domain:

Gaming

## Contact:

- ERRADI Yassine - [ERRADI\\_Y@ocpgroup.ma](mailto:ERRADI_Y@ocpgroup.ma)



**Rock Solutions**



Situation name:

## ArgilTech

### Description:

The idea behind our initiative is to create a specialized unit for processing and valorizing mining sterile clays, transforming them into marketable products in the pottery and ceramics industry.

### Domain:

Rock Solutions

### Contact:

- ELKASBAOUI Yassine - [yassine.elkasbaoui@ocpgroup.ma](mailto:yassine.elkasbaoui@ocpgroup.ma)



# Procurement

# MOUVEMENT CONNECT



Situation name:

## Agile Procurement

### Description:

Agile procurement promoting flexibility and collaboration to effectively meet user needs while ensuring maximum value for organizations.

### Domain:

Procurement

### Contact:

- SOUKTANI Youssef - [y.souktani@ocpgroup.ma](mailto:y.souktani@ocpgroup.ma)



# New ways of working



Situation name:

## Enside Next Gen

### Description:

We are revolutionizing project management in business with a holistic approach centered around human emotion. By combining technology, collective intelligence, and creativity, we maximize operational efficiency, team fulfillment, and value creation at every stage of the project lifecycle.

### Domain:

New ways of working

### Contact:

- Nawal Slaoui – [nawal.slaoui@ocpgroup.ma](mailto:nawal.slaoui@ocpgroup.ma)



# Communication & Events



Situation name:

## Akhdar Events

### Description:

Our overarching vision embodies a profound commitment to sustainability. The goal is to radically transform practices in the events sector in Morocco by introducing eco-socio-responsible standards through the ESR - Akhdar Event label, and eventually commercialize eco-responsible materials developed through our R&D efforts.

### Domain:

Communication & Events

### Contact:

- HAMMOUCHENE Maria - [maria.hammouchene@ocpgroup.ma](mailto:maria.hammouchene@ocpgroup.ma)



Situation name:

## The Lens of Industry

### Description:

Creation of a media / audiovisual unit.

### Domain:

Communication & Events

### Contact:

- CHOUIYEKH Abdellatif - [chouiyekh@ocpgroup.ma](mailto:chouiyekh@ocpgroup.ma)



**Telecom**



Situation name:

## OCP Connectivity Solutions

### Description:

Implementation of an Agile Telecom Operating Model, conducive to standardization and resource sharing, enabling economies of scale and organizational learning for internal clients.

### Domain:

Telecom

### Contact:

- SALLAK Meriam - [m-sallak@ocpgroup.ma](mailto:m-sallak@ocpgroup.ma)