

Bayt Mal Al-Quds Asharif Agency Winter University 2025

Digital Platforms and the Challenge of Preserving Institutions in Times of Emergencies and Crises



Organized By : the Bayt Mal Al-Quds Asharif Agency (BMAQ)

In Partnership With: Al Akhawayn University in Ifrane, Kingdom of Morocco

In Collaboration With: Moroccan Studies Chair, Al-Quds University, Palestine

Dates : November 26 – 27, 2025

I. General Framework of the Winter University

The 2025 Winter University of the Bayt Mal Al-Quds Asharif Agency (BMAQ) is a distinguished academic initiative aimed at strengthening scientific and cultural cooperation between Morocco and Palestine. It provides an interactive platform bringing together students, professors, and researchers to explore the theme of digital transformation and its role in addressing contemporary challenges—particularly those related to the protection and sustainability of community-serving institutions, the promotion of youth engagement, and the empowerment of young people with the scientific and technological tools needed to face modern-day challenges.

The initiative to organize the Winter University sessions aligns with BMAQ's mandate and objectives, in accordance with the High Royal Directives of His Majesty King Mohammed VI, Chairman of the Al-Quds Committee. These directives emphasize the Agency's commitment to supporting Jerusalem and its institutions in the social and humanitarian fields within its scope of action, while preserving the Holy City, safeguarding its religious and cultural heritage for humanity, and promoting its universal and unified character for the followers of the monotheistic religions.

II. General Objectives

The 2025 session of the Winter University of the Bayt Mal Al-Quds Asharif Agency (BMAQ) seeks to achieve the following objectives:

A. At the Theoretical Level:

- Strengthen collective awareness across generations regarding the importance of harnessing the opportunities offered by digital technologies, while maintaining institutional frameworks that safeguard social balance;
- Promote sustainable digital literacy among youth in an era marked by rapid technological transformation and advanced digitization;
- Encourage applied scientific research in the fields of digitalization and innovation.

B- At the Practical Level:

- Develop mechanisms to help preserve Jerusalem's cultural and architectural heritage in the digital sphere, drawing inspiration from Morocco's successful experience in this field.

III. Specific Objectives of the Session

- Strengthen Moroccan–Palestinian academic cooperation through joint applied projects;
- Develop students' and researchers' capacities to use artificial intelligence and modern technologies in advancing developmental and humanitarian initiatives;
- Foster youth creativity in the field of digital transformation, enhancing their ability to respond to emerging challenges and adapt to current global developments;
- Employ technology to safeguard Jerusalem's heritage and preserve its cultural memory in the digital realm, drawing on comparative experiences (e.g., Morocco's efforts in conserving historical and architectural heritage).

IV. Core Concept

The Winter University program is titled:

"Digital Platforms and the Challenge of Preserving Institutions in Times of Emergencies and Crises"

It adopts a technological approach that explores the potential of modern technologies and AI in areas such as:

- Crisis analysis and management.
- Protection of institutions and the preservation of social balance.
- Development of new digital narratives centered on cultural identity.
- Creation of interactive knowledge tools to support development and innovation.

V. Academic Workshops

The Winter University sessions are organized around four integrated workshops that combine theoretical and practical dimensions, establishing a methodological and knowledge-based progression from conceptual understanding to practical application.

Workshop 1: Introduction to Undesrtanding Intersections Between Modern Technological Transition and Its Impact on Institutional Balance During Crises and Emergencies

Objectives:

- Explore methodological approaches for identifying opinion trends during crises and emergencies;
- Examine conceptual frameworks on the influence of technology on institutional decision-making;
- Define the limits of digital technologies in detecting crises and assessing their societal impacts.

Workshop 2: Leveraging Digital Security and AI for Communication and Information Access During Crises

Objectives:

- Practical approaches and conceptual frameworks for digital security management;
- Mastering AI technologies for crisis forecasting and data analysis;
- Practical applications of crisis scenarios within digital environments.

Workshop 3: Approaches to Economic and Social Crises and the Protection of Cultural Heritage Using AI Techniques

Objectives:

- Utilize tools for quantitative and qualitative analysis of societal data;
- Apply machine learning techniques to anticipate social changes;
- Develop digital solutions to document and preserve Jerusalem's cultural heritage in crisis contexts;
- Case study : Jerusalem Amid Economic and Political Crises.

Practical Workshop: Develop innovative applications to safeguard the architectural heritage of Jerusalem's Old City, leveraging Morocco's experience in historic building restoration.

VI. Target Groups

- Students of Al-Quds University and Al Akhawayn University specializing in media, political science, AI, engineering, and cultural heritage;
- Palestinian students residing in Morocco;
- Professors and supervisors from both universities.

VII. Implementation Requirements

1. Technical requirements:

- Equip digital labs with high-performance computers and analysis/modeling software;
- Ensure strong internet connectivity for data exchange between Moroccan and Palestinian teams;
- Provide a presentation hall with interactive screens and 3D display tools.

2. Pedagogical requirements:

- Adopt project-based learning methodology to integrate theoretical and practical skills;
- Organize an introductory session on AI tools and digital modeling;
- Form mixed Moroccan–Palestinian teams to encourage collaboration and knowledge exchange.

3. Linguistic and cultural requirements:

- Use Modern Standard Arabic as the primary language of communication and presentation;
- Support bilingual technical terminology (Arabic/English) through a digital glossary;
- Emphasize Jerusalem's historical, religious, and cultural dimensions in each practical workshop.

4. Registration form:

Update registration forms to include information on:

- Digital skills and technological proficiency.
- Preferred language for academic interaction: Arabic/English.
- Research interests.

This ensures balanced participant distribution across workshops.

VIII. Expected Outcomes

- Develop practical digital projects documenting Jerusalem's heritage or analyzing developmental crises;
- Produce short research papers suitable for publication in the Echoes From Al-Quds Committee periodical or on BMAQ's website;
- Establish an academic network connecting Moroccan and Palestinian students engaged in digital transformation;
- Formulate practical recommendations on leveraging AI for social protection, community development, and knowledge and cultural acquisition.

IX. Evaluation and Follow-Up

- Conduct a final evaluation of projects by a Moroccan–Palestinian academic committee;
- Prepare a concluding report documenting workshop outcomes and participants' recommendations.